

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XL. NEW YORK, SEPTEMBER 17, 1902. No. 12.

IF you know a man or woman in Philadelphia who will buy your goods, write him or her a letter. If you know 10 persons, write them letters. If you know 100 persons, write them letters. If you don't know this many and Philadelphians should be buying your goods, you had better advertise in *The Record* and find out who they are.

If you know one thousand, ten thousand, one hundred thousand, or two hundred thousand who will buy your goods it is cheaper to advertise in *The Record* than write letters—and *much* better.

The Record is the biggest thing in newspapers in Philadelphia—this fall and winter it is to be greater than ever.

Advertising rates, 25c. a line, subject to discounts.

New York:	Advertising Manager,	Chicago:
611 Temple Court.	Philadelphia.	1002-4 Tribune Building.

The Greatest Wealth

producing center in the world is Pittsburgh.
It is the hub of American Industry.

The Greatest Returns

to the advertiser seeking business in that
rich section are received from

The Pittsburgh Gazette and The Pittsburgh Chronicle-Telegraph

***The Leading Morning
and Afternoon Papers***

They reach more people and possess more
influence than any two other papers in their
field.

Sworn circulation statements, rates and
further information for the asking.

W. R. ROWE, Manager.

J. E. VAN DOREN SPECIAL AGENCY
Manager Foreign Advertising

1210-1212 Boyce Building
CHICAGO

407-410 Temple Court
NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XL.

NEW YORK, SEPTEMBER 17, 1902.

NO. 12.

SUBSTITUTION AND PROPRIETARY PROBLEMS.

When J. Pierpont Morgan finds time to enter new business fields for the purpose of organizing, Bert M. Moses, of the Omega Chemical Co., will be pleased to have him act as merger of proprietary publicity. Mr. Moses has given a deal of hard thought this summer to the vexing problems that confront those who exploit remedies, and has endeavored to act as merger himself, but with little tangible result.

"Some more modern method of proprietary distribution is necessary," he says. "The evil that is uppermost—or which is most generally discussed, at any rate—is that of substitution. Many suggestions have been made with a view to suppressing it, but practically all of them treat substitution as a cause, whereas it is simply an effect. The real cause lies in the lack of co-operation that obtains in the proprietary field. All large proprietary advertisers denounce the price-cutter vigorously, and there is an agreement whereby they bind themselves to sell only to a recognized list of wholesalers. These, in turn, agree to sell only to retailers who will maintain rates. Yet the fact remains that department stores and other price-cutters always have plenty of goods, and that it is simply impossible for the retail druggist to maintain prices. The retailer who tries to maintain them is a—well, not a wise business man. If I were running a corner drug store, paying thirty-three cents wholesale for Omega Oil, while Macy's sold it for nineteen cents, it would be little else than folly for me to try to sell Omega Oil in competition. I would have rent to pay and a family to feed. Therefore, I should not only

substitute an external remedy of my own, but should endeavor to create a sentiment against Omega Oil. There would be no other course.

"Last spring I wrote to all the large proprietary advertisers and submitted a co-operative plan whereby every well known remedy would be distributed from a central depot. This depot would pass upon all orders received. By bringing distribution to such a depot it would be possible to utterly squelch price-cutters and, ultimately, substitution. The last is the effect of the first. The replies that I received were unique. Only two advertisers came out with a definite agreement to combine, while the rest hedged, talked about the weather and evaded the proposition in divers ingenious ways. The newspaper editorials that have lately been published upon the evils of substitution have done almost no good. The public is not particularly interested, and the problem cannot be solved that way. When a tree is dying for lack of nourishment you cannot cure it by picking the caterpillars off the leaves. You've got to go to the roots. And you've got to go to the cause of the substitution evil.

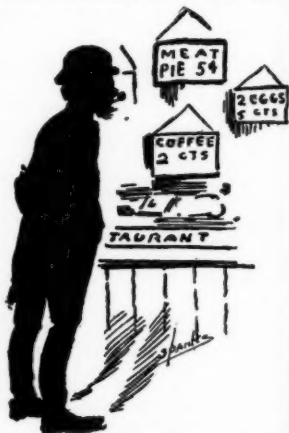
"Combination would also check another evil—that of the rivalry in the use of large spaces. The present tendency of proprietary advertising is toward the use of spaces so large as to leave little profit upon sales. Newspaper publishers are getting all the profit, and it is becoming more and more difficult to make proprietary advertising pay at all. A few years ago small spaces were the rule. Newspapers were small, too. But nowadays the hundred-page special edition arouses no comment. Who pays for these special editions? The publisher? Not by a long shot!

Nor are they paid for by the reader. The advertiser foots the bills, and by far the largest share of the cost comes out of proprietary advertisers. Rivalry in the use of space has developed into a veritable craze. The smooth-tongued solicitor goes to the proprietary advertiser, tells him that he is getting out a special edition of a thousand pages, and that Dr. Pierce, Lydia E. Pinkham and Major Kramer have each taken full pages. Thereupon, the proprietary advertiser feels bound to have as good a showing as anybody, and the thing spreads. It is spreading to unreasonable bounds, not only in newspapers, but in billboards and bulletins. About the only medium that is inflexible is the street car card. The same tendency is seen in cereal advertising—comparatively a new branch of publicity. The large spaces used by Force have compelled other cereal advertisers to compete. By wise co-operation it would be possible to reduce space and advertising expenses enormously. There might be a falling off in sales but profits would be proportionately greater, I am certain. It is not possible for a proprietary advertiser to compete by using small spaces in competition with large ads. Major Kramer spent \$50,000 in a single summer, and then suddenly had a fit of retrenchment. He began putting out one and two inch ads, but very soon doubled and tripled and quadrupled them. It did not pay. Organization will regulate this expenditure, which is largely waste. Proprietary advertisers are working in the dark, but the time must come when they will combine and work together. The American Advertisers' Association has been of some benefit, but it doesn't work in a large way, and is not confined to proprietary advertisers.

"The retail druggist has no quarrel with proprietary remedies so long as he can sell them at regular rates. The profit is liberal, and the advertising creates a steady, lasting demand. Furthermore, it is a new demand. Staples like bread, beef, clothing and fuel are necessary, and create their own demand to a certain extent, but the

widely-advertised remedy converts new purchasers who would have gotten along without it had it not been exploited. That this demand should be used as a speculative force and the legitimate profit arising from it be deliberately thrown away is one of the most lamentable modern business paradoxes. Some people maintain that the cutting of prices is a factor in advertising remedies, but I do not know of anyone who holds this erroneous notion after going deeply into the philosophy of the subject. Price cutting may sell some thousands of bottles of a remedy at a certain store in a certain city, but the damage to the trade of small dealers all over the country more than offsets the benefit. There are forty thousand retailers in the United States, and if they sell an average of one bottle each per day they will do you more good than any number of forced, spasmodic sales at cut rates. In comparison the sales of the price-cutters are nothing, while the damage they do to the small retailer is inconceivable. Combination and co-operation are the only means by which these evils can be regulated and ultimately abolished, and will have to come sooner or later. Personally, I hope that they will come soon."

STORE EXPRESSION ILLUSTRATED.



LOW PRICED ATTRACTIONS.

**During the Spring
and Summer months
of 1902, as compared
with the same period
of last year,**

The New York SUN

**Daily, Sunday and
Evening, increased in
advertising in greater
proportion than any
other New York
Newspaper.**

THE HOUSE PERIODICAL.

By Joel Benton.

One of the ways to advertise that cannot have universal application is that which I know no better name for than the House Periodical. This serial may be weekly or monthly but what describes it is the fact that it is issued for the purpose of advertising the store, insurance company or firm that puts it forth. Of course the labor and expense of making a vehicle of this sort are too great to make such expenditure attractive or possible to weak firms, but where no obstacle is in the way, a house periodical well handled is a valuable help to the business that establishes it. More than twenty years ago Mr. Baldwin, "The Clothier" on the corner of Broadway and Canal street, kept his business before the public quite conspicuously by his pink quarto, *Baldwin's Monthly*, in which the editorials, set up as reading matter and occupying only one of the eight pages, were the advertisements proper. All the rest was made to serve as a special spice. This paper was given away to 50,000 persons monthly and sent free to strangers who asked for it, and its maker, who was also its editor, told me it paid well for its expense. He needed no other advertising, he said, but did give a stickful or so about holiday time to a few leading papers. Bound volumes of this monthly were presented to public libraries at the end of the year and to other institutions, where they were gladly received, and not only did a literary service but kept to the front the store that produced and proffered them. Many insurance companies have their organ of this kind wherein they tell attractively their business story and assure themselves that it will be read and kept by the supply given of other matter and miscellany and in some cases by liberal and excellent illustration. A monthly published by the *New York Life* is an exceedingly interesting example of a pretty little magazine so far as matter and pictorial work go, which families are likely to save for these features alone. But it also puts

forth with force and lucidity the business explanations and moral that keep insurance and the company's methods of displaying it in mind. The *Weekly Statement* of the Mutual Life Company and the *Traveler* of the Hartford Accident Company have also done their firms good service as advertisers for them. It is simply impossible to sort out and name even the few best representative examples of this style of advertising but Browning, King & Co.'s monthly, under Mr. Fairbank's able editorship and now called *Browning's Magazine*, is one of the best specimens of the periodicals spoken of that I happen to know. Its wit and wisdom and verse are a good deal copied, with credit, which results in a secondary or reverberatory advertising of no easily estimated value. It seems quite evident that a business paper or magazine of this sort is a thing that really needs strong and careful direction. If it is to be made at all, it should be well made. Any cheap, shabbily edited simulacrum of a paper or a monthly will be readily and promptly detested by even the average reader. And any substitution of "boiler plate" matter for fresh and original copy will not go unnoticed. It may be said, to be sure, that "you ought not to look a gift horse in the mouth." But this is a maxim of manners and morals and not of business. People who make things to sell or have goods or service to offer can only consider what is and will be and not rest upon what ought to be. A firm that makes an advertising periodical, even though it is made to give away, should make the recipient surprised at its excellence and not critical over its shortcomings and feebleness. To make this periodical poor will advertise the firm that makes it without doubt, but it will advertise it to its disparagement and disadvantage. Of the two ways, one of which is to confine this serial to the firm's business alone and the other to add an abundance of attractive extraneous and entirely unrelated matter, I have but one opinion. The second way is by far the best, for the various contents well edited will be sure to make every one a reader.

There are no secret processes in the publication of *The Kansas City Star*. Its five Hoe Quadruple Presses print 110,000 complete newspapers every evening and Sunday morning in full view of the public.

The Star's Morning paper, *The Kansas City Times*, has by far the largest morning circulation IN Kansas City—over 60,000 a day.

The Weekly Star goes into over 210,000 farm-houses of the Great West, and every subscriber has paid one year in advance.

ADVERTISING BY PHOTO-GRAPHS.

About everybody in New York who has occasion to use the elevated railroad must have noticed for the last six or eight years the enormous photographs strung on the wall at every station. Probably few people, however, have considered them from the standpoint of advertising. Though they were not primarily issued as advertisements in the broader sense, they have proven more effectual than any display type, or announcements in newspapers or other mediums would have done. These photographs are the products of Geo. P. Hall & Son, of 212 Broadway, New York, who call themselves "general photographers." The representative of **PRINTERS' INK**, who called at that address, had the following talk with Mr. James S. Hall, the manager of the business. Said Mr. Hall:

"Oh, yes, our photographs are surely good advertisements. This is pre-eminently the age of advertising, and it was only after we found the few photographs we had shown in public places to bring us in such frequent orders, in fact, to congest us with business, that we recognized how efficient our photographs had been. However, you will recognize how important an adjunct photography has become to advertising. Photographs are exploited through the channels of the daily press, through weekly and monthly magazines. They give the most striking and realistic impressions of every phase of contemporary life. Yet, strange to say, though our photographs are probably the most striking which have ever been displayed, and though we have built up our business entirely through exhibiting them, very little comment have they thus far received.

"Probably no other single factor has so advertised the city of New York as our photographs. They have been widely distributed, and as they are excellent, fine in detail and large in size, showing the modern city at its best, this will not appear strange. Pictorial advertis-

ing always is attractive, and the photograph is the real thing, and conveys a sense of truthfulness not obtainable through any other medium. Especially is this true with our largest photograph of the city which is generally known as the 'Sky Scraper Photo.' It has literally brought the 'Mountain to Mohammed.' By this, I mean that for the vast public who are unable to visit this city, this picture has brought to them faithfully and fairly the business structures so typical of it.

"As a method of advertising, photography has grown immensely and will continue to do so; so much so that within recent years big concerns without number have installed their own photographic plants. Its application in business, aside from advertising, is enormous. This is the natural outgrowth of its truthfulness. Everybody must recall the day when the salesman was required to carry bulky samples of his goods. Now, these are superseded by photographs. Almost every line uses them—hats, crockery, china, laces, furniture, shoes, and most decidedly among the more bulky goods—materials for building, heavy fabrics, etc. But, though this might not be classified as advertising, when you come to show land for the purposes of selling real estate, when you show the photographs of mining or oil properties, and when you show buildings, these are certainly advertisements. A recent case was one in which a photograph of ours made the sale of \$17,000 worth of property in Bensonhurst. That is but a single example, but I believe most sales of this description are now made where the buyer has been primarily attracted by the photographs. Every photograph we have sent out may have proven a direct advertisement for ourselves.

"Photographs are used very largely in advertising railroads and similar enterprises. The very fact that in such cases the only text which appears is the name of the spot, shows how efficient the photograph is. With one word, the photograph does what many pages of description cannot do."

J. W. SCHWARTZ.

The Great Iron Industries
The Great Manufacturing Enterprises
The Great Railroad and River Facilities

MAKE

PITTSBURG THE BEEHIVE OF THE WORLD

The Pittsburgh Press

with a Daily Net Circulation of over

75,000

will thoroughly reach an industrial population of
nearly two million people within
a radius of 50 miles.

THE PITTSBURG PRESS

(DAILY AND SUNDAY)

CARRIES

The Largest Number of Classified Advertisements
The Largest Number of Advertisers
The Largest Amount of Advertising

AND HAS

THE LARGEST CIRCULATION

of Any Newspaper in Western Pennsylvania.

C. J. BILLSON, Manager Foreign Advertising.

86-87-88 Tribune Building,
NEW YORK.

530 Tribune Building,
CHICAGO.

QUAKER CITY POINTERS.

By John H. Sinberg.

A great deal of umbrella advertising may be expected to emanate from the Quaker City during the coming Fall. The new umbrella factory of Samuel S. Fretz, at 10th & Diamond streets, which was placed in operation last week, is remarkable for being so large that all the umbrellas needed each year in the United States could be made in it. The plant is three times larger than any other in the world, for its nine stories contain nearly ten acres of floor space. It is only in such an enormous building that the 12,000,000 umbrellas needed each year in this country could be made. Of course, it is not expected that such a great number will be manufactured every year in the big Philadelphia plant, but it will conduct operations at the modest rate of 10,000 umbrellas per day. The main building has 80 feet front on Diamond street. It is L shaped and runs 550 feet back to Susquehanna avenue. The Reading Railway tracks on one side give ample facilities for shipping goods and receiving raw material. There are three elevators; three tower fire escapes and three bricked-in stairways, so that in case of fire all employees could get out in a very short time. The front part of the basement is devoted to a dining room, waiting room and large dressing rooms for the use of the employees. Everything is arranged for their convenience and comfort. The new factory is unique in many features. Practically everything used in the construction of an umbrella is made in the building. On the ninth floor the material used in the covers is woven and then cut into shape. Even the wire from which the ribs are made is drawn under the same roof. Automatic machines take the wire and form it into ribs at the rate of one every two seconds. On the first floor all the hardware parts are made and assembled into frames. When running full, the plant will accommodate 2,000 hands. All the machinery is driven by electric motors.

* * *

F. N. Close & Company, the well

known merchant tailors at No. 824 Walnut street, have made a popular hit with their "peanut" Fall announcement. Through the mails they send to their customers an ordinary sliding pasteboard box (the kind the druggists usually use for putting up powders) and in it are five peanuts. As the box contains no label or name of any kind, the recipient is naturally inclined to look upon the matter as a joke. But the peanuts have been deprived of their kernels, and, on breaking the shell, one is somewhat surprised to find a tightly folded circular with the following reading matter printed thereon: "It's No Joke! We make the best fitting clothes in Philadelphia. F. N. Close & Company, 824 Walnut street. New fall styles now ready. Elegant business suits \$25."

* * *

Here's the latest departure in Philadelphia. Groceries in a department store! Gimbel Brothers are going to sell them, as per the following excerpt taken from a recent advertisement of this progressive firm: "Pure Food Mart. In October we shall commence selling groceries—on seventh floor, in very large store, where every item of pure food shall be obtainable. We shall sell groceries best and sell best groceries, just as we have given betterment of service in other lines of goods. We shall sell no article unless we can guarantee its purity—and the power of a big business enables us to lift a standard and uphold it. A queer mixture? Groceries and dry goods? First of all, they shall not be mixed—the delivery service and the general handling of the goods shall be entirely separate. The manager knows more about food products than any other man in America, with one exception. That is, he is one of the two great practical grocers—a man who shall make delicatessen—pure food dainties—stand for something. A big grocery store is needed in the shopping center—right in the handiest spot. It had to be planted here. One can come or write or 'phone, and the goods will be sent home by the admirable delivery service that makes big stores the handiest things in the world."

There are
more
Tribunes
sold every day
within the
corporate limits
of the City of
Minneapolis
than all the other
local English
daily publications
combined.

*See report of the Associa-
tion of American Advertisers*

COUNTRY WEEKLIES ORGANIZE.

Pursuant to a call issued by Levi A. Cass, of Warsaw, N. Y., a dozen of the leading weekly publishers of the State met in Syracuse Friday, August 22, and organized an association which was named "The Select Country Weeklies of New York." A constitution was presented and adopted which provides that the membership list shall be limited to papers having a circulation of not less than 2,000, except in counties where there is no weekly with so large a circulation; in which case the one paper in the county that can prove absolutely the largest circulation shall be eligible to admittance into the organization.

There are in this country a little over 4,000 high-class mail order and general advertisers who are rated by *Newspaperdom* as not only sending out clean and desirable advertising, but who pay their bills as promptly as a banking institution honors its own paper. These advertisers are realizing more than ever the adaptability of newspaper advertising as compared with that of the magazine, and the newspapers that approach mail order and general advertisers in a proper manner can make more or less contracts. It must be remembered, however, that high-class advertisers expect and exact value received every time.

Daily newspapers, both large and small, that have made both successes and fortunes, know little or nothing of the words "foreign advertiser." Advertisers other than local are termed either mail order or general advertisers. By this is meant advertisers who use space in the newspaper for the purpose of selling goods direct (by mail) or in creating a demand in the general markets. They expect quality first and a reasonable circulation secondly; they pay honest prices for honest service in the coin of the realm; there is little if any quibbling over prices when the merits of a newspaper are presented in an intelligent manner.

Mail order and general advertisers have done very little if any advertising in country weekly newspapers. The country editor, if he expects to get gold-producing contracts, must issue a paper that is interesting to a country-buying clientele, and he must use an equitable rate card from which there must not be the slightest deviation. There are several advertising associations in existence whose membership is composed of mail order and general advertisers, which keep each other posted on papers that quote different prices for space and who accept cut rates. The country publishers who expect to make a success in seeking general advertising should bear these facts in mind.

Let the publishers in every State in the Union form associations, stick to equitable rate cards, and, as Don Seitz, of the *New York World*, would say, "hustle like hell for business."—*Newspaperdom*, Sept. 4, 1902.

The president, vice-president,

secretary, treasurer, business manager and three other directors who compose the officers of this Association are, with a single exception, connected with papers from which the editor of the American Newspaper Directory does not generally succeed in getting a circulation report that will hold water. Only two of the eight papers represented are credited, by the Directory, with issuing so many as 2,000 copies regularly and among the six with smaller ratings is one not supposed to print even so many as one thousand. The papers referred to are *Watertown Herald*, *Schoharie Republican*, *Massena Observer*, *Fairport Mail*, *Warsaw Western New Yorker*, *Leroy Gazette*, *Fredonia Censor*, *Catskill Recorder* and the honorable exception, in the way of giving information about its issues, is the *Catskill Recorder*.

A good article that is known to the public will sell many times easier than one that is unknown and without merit. Then why should the merchant try to sell goods that have neither of these requisites and which must prove unsatisfactory to the purchaser? People do not thank the dealer for persuading them to take poor stuff or low-grade articles. What the purchaser wants is accurate information, not chaff.—*Progressive Advertiser*.

TESTIMONIAL.



"YOUR PAPER HAS LONG FILLED A PLACE
IN OUR OFFICE."

(ONE OWNERSHIP--ONE MANAGEMENT)

"THE GOOD LUCK PAPERS"



162,533

**Combined Daily Average
Circulation
For August, 1902**

The St. Paul Daily News, -	30,591
The Omaha Daily News, -	33,187
The Des Moines Daily News, -	38,321
The Kansas City World, -	60,434
Total, - -	162,533

The Good Luck Papers are the great newspaper factors in the present marvelous development of the West.


The building up of such properties anywhere else would not be possible. They are unique in American journalism.

To-day, the *Omaha Daily News* leads all Nebraska newspapers in circulation and influence.

Iowa's greatest newspaper is the *Des Moines Daily News*.

In St. Paul the *Daily News* already holds second place.

The *World* is Kansas City's most popular newspaper—second in circulation, first in popular favor.

 We are printing and selling more newspapers every day than any publisher west of Chicago.

In these newspapers sworn daily statements of guaranteed circulation are printed. It is our policy in business to give the advertiser what he pays for. These papers have one rate only—a Flat Rate, based upon actual circulation. Agents are authorized to absolutely guarantee these circulation claims at all times.

FOREIGN ADVERTISING DEPARTMENT:

B. D. BUTLER, MANAGER,

705 BOYCE BLDG., CHICAGO.

TEL. 491 CENTRAL.

CHAS. D. BERTOLET.

52 TRIBUNE BLDG., N. Y.

TEL. 2807 JOHN.

LEE T. WATERMAN.

JAS. F. ANTISDEL.

DECREASING AREA OF ADVERTISING CUTS.

Some five hundred retailers handle the product of Alfred Benjamin & Co., the New York makers of "correct clothes for men," and the firm maintains an advertising bureau that supplies them with cuts, literature, copy and suggestions for conducting publicity in their own localities. This service is in charge of Mr. Samuel Jaros, 150 Nassau street, who also conducts the firm's new house organ, the *Fashioner*. Mr. Jaros has lately given considerably attention to the cuts used in retail clothing publicity, and finds that they have several serious shortcomings. Sometimes they are too small, and do not show up to advantage. Frequently the advertiser uses clothing cuts from one house with hat and shoe cuts from other firms, and his ad is far from being harmonious or pleasing. The most



serious fault, however, is that the average cut is far too large, takes up space at a ruinous rate, prevents adequate description of the goods and drives retailers to an economy in space that impairs the effectiveness of their advertising.

"Pick up almost any paper and look at the retail clothing ads," says Mr. Jaros. "The waste of space for poor cuts is simply frightful. They are eating up the retailer's advertising appropriation and giving him almost nothing in return. Sometimes they are so bad that they do positive injury. Illustrations are used to attract attention, but bad illustrations are worse than none at all. Retailers get their cuts from the manufacturer, take a syndicate service that supplies so many per month, or buy them from a stock cut firm. Few can afford original drawings and plates, of course. Most of these cuts are bad. They are not artistic, nor do they show fashions accurately. Alfred Benjamin &

Co. have originated a syndicate advertising head that will condense these straggling cuts and give the retailer's ad cohesion. The beginning of the ad is important, and we are going to put all the eyecatchers there. The fashions will be accurate, of course, and we will show all seasonable garments in the one cut. The heads will be made to embody some central idea. There will be cuts for Christmas, Easter, Thanksgiving, fall and spring openings, special sales and so forth. We plan to furnish about twenty-five every year. When we have a good idea for a sale it will be embodied in a head, and each cut sent out will suggest matter to the adwriter who prepares his own copy, though we must take charge of that detail too. Descriptive matter will be more complete, and will not be broken into unsightly sections by odd-sized cuts of all sorts. We have a series of special borders in preparation to advertise side lines. Retail clothiers who carry shoes, hats and novelties can make up a border of collars, cuffs, ties, umbrellas, hats, footgear from slugs which we will furnish. These slugs will be sent in sections, and can be made up to any size ad, thus making it possible to advertise side lines in the regular clothing announcement. There will be a dozen different lines embodied in these slugs and as the borders will be in silhouette the ad will stand out from the page. The last idea is my own. Both ideas are protected by copyright, and infringements will be prosecuted. Retailers are required to use the heads without alteration, thus giving Alfred Benjamin & Co. the benefit of the advertising contained in a small trademark. The heads will be furnished in five sizes—two, three, four, five and six columns wide. The six column head is only four inches deep, while the two column is about two inches, thus effecting a marked saving of space. The quality of the engraving is such that they will appear to advantage upon the cheapest paper, while when run upon good paper they will be thoroughly artistic. This service will cost Alfred Benjamin & Co. nearly \$50,000 per year."

STILL GROWING

LARGEST CIRCULATION IN NEW JERSEY

Read the Circulation Figures of

THE Newark Evening News

For the First Eight Months of 1902.

The News circulates through the entire northern part of the State, and all along the Jersey coast. It is a high-class two-cent newspaper.

THE Newark Sunday News

Is now a little more than one year old and is rapidly increasing in circulation at the popular price of two cents. It is pre-eminently the best two-cent Sunday newspaper in the United States.

CIRCULATION STATEMENT.

Detailed Statement of the NEWARK EVENING NEWS for the first eight months of 1902.

49,291 Copies Average Net.

DAYS.	JANU'Y	FEBR'Y	MARCH	APRIL	MAY	JUNE	JULY	AUGUST
1	48,712	48,767	49,694	50,214	49,631	49,443	48,883	48,335
2	47,730	49,260	53,112	50,489	50,138	49,443	48,508	47,124
3	47,464	49,351	50,434	51,668	49,338	49,333	48,668	48,668
4	47,464	49,438	50,434	49,859	49,868	49,196	47,732	48,576
5	47,977	49,217	50,286	50,174	48,949	48,949	48,624	48,624
6	48,230	49,309	50,125	50,623	49,834	48,476	48,863	48,244
7	47,983	48,699	49,666	50,250	49,861	49,196	48,597	48,123
8	48,213	49,015	50,255	50,712	49,782	49,396	48,395	46,814
9	48,159	49,015	50,255	50,393	49,334	49,138	48,490	48,490
10	47,890	49,015	50,255	50,471	50,006	48,636	47,938	49,714
11	48,015	49,435	50,127	50,459	49,993	48,209	48,173	48,574
12	48,574	49,511	50,010	50,546	49,786	48,720	48,262	48,200
13	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
14	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
15	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
16	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
17	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
18	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
19	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
20	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
21	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
22	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
23	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
24	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
25	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
26	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
27	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
28	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
29	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
30	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
31	48,513	49,511	50,010	50,546	49,786	48,720	48,262	48,200
NET TOTAL	1,261,265	1,195,398	1,307,555	1,309,148	1,339,258	1,229,064	1,255,205	1,257,017
Net Monthly Ave., 1902	48,510	49,808	50,290	50,352	49,602	49,163	48,277	48,346
Net Monthly Ave., 1901	45,728	46,079	46,318	46,232	46,161	45,736	44,201	43,852
Net Gain Over 1901	2,782	3,729	3,972	4,120	3,441	3,427	4,076	4,494

Actual net circulation during January, February, March, April, May, June, July and August, 1902, 10,153,898. Daily average, 49,291 net. * * * New Year's, 4th of July.

† Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.

Total run during January, February, March, April, May, June, July and August, 1902, 10,790,421. Daily average, 52,381.

State of New Jersey, County of Essex, ss: WILLIAM P. HENRY, being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the months of January, February, March, April, May, June, July and August, ending Saturday, August 30th, 1902, is true.

[L. S.] Subscribed and sworn to before me this Second Day of September, A. D. 1902.
WM. P. HENRY.
CHAS. F. DODD, Notary Public.

M. LEE STARKE, Manager General Advertising,
TRIBUNE BUILDING, NEW YORK. TRIBUNE BUILDING, CHICAGO, ILL.

PRICES VS. VALUES.

Just as soon as there's competition in any line, there's danger of a price war, and on the stand taken depends success or failure. Fortunate is the man who has nerve enough to stick by his guns while the artillery of his opponents is roaring its loudest.

The plan to be adopted when competition begins to assume a threatening aspect depends much upon the class of patronage to which he especially wishes to cater. If to a select clientele composed of the wealthier classes, the price cutting methods of his neighbors may be ignored. Quality is the thing to emphasize in advertising—speak of the intrinsic merits of the goods, adduce convincing reasons for their superiority. Of course one should not go to extremes and keep prices up to a "before the war" basis but "quality first, price afterward" and "lowest prices consistent with high qualities" are principles which should both be adhered to and publicly proclaimed. The same note of "quality" should run through advertising directed to the great middle class, although here constant allusions to exceptional saving advantages are to be recommended.

The merchant who wishes to make a strong bid for the trade of people with limited means, such as the laboring classes who have to make every dollar go as far as possible, will of course find quoting very low prices a necessity. He must expend every effort to put and keep prices down to the bottom limit. Here the "bargain howl" is the kind of advertising that wins, but if permanent success is achieved there must be something of a genuine bargain nature to howl about. No merchant desirous of building up a permanent trade can however expect regularly to underquote those cheap houses who exploit their trashy wares with a perfect calliope blast of self-praise and after a few months disappear from town between dark and daylight.

"Talk values strongly" is the policy of the great basement sales-rooms of Chicago, which appeal to the humbler trade. "Dependable

merchandise at popular prices" is another of the big store maxims that contains a very suggestive secret of success. The merchant should talk values no matter how much stress he lays on low prices, for almost any class of people can be educated up to getting goods of better grades.

Progressive merchants recognize the necessity of providing special bargains to attract custom. An alert watch upon the world of trade constantly discloses unusual buying opportunities, which the enterprising merchant will grasp eagerly. He will share these benefits with his customers liberally, thereby getting the advantage of competitors without sacrifice on his own part. To stimulate trade in dull seasons fictitious leaders may be used judiciously—lines of goods may be marked at small or no profit. The storekeeper who has overloaded in any line, or who has allowed last year's styles to accumulate on his shelves and counters, should start a special bargain sale that will sweep out the slow movers, bring in ready cash and incidentally impress his progressiveness firmly upon the public mind.

He should, however, educate his clientele to distinguish between cheapness and economy—should tell them that inferior goods are high at any price and that economy isn't so much a matter of marked price as of intrinsic value.

To steer the mercantile bark between the Scylla of foggish conservatism and the Charybdis of vindictive price slaughtering is a difficult task, but the merchant who accomplishes it establishes for himself a reputation that is his most valuable asset. This reputation, constantly lived up to, will give him such a command of the local business situation that he can afford to snap his fingers at the frantic efforts of mushroom competition.

THERE'S many an advertising medium that goes into every house; but does every one in the house read it after it arrives?—*White's Sayings.*

SOME advertisers use good judgment in selecting publications and leave to inexperienced clerks the furnishing of copy.—*The Mahin Method.*

NOT ALWAYS DUE TO MONEY
EXPENDED.*By E. Press.*

Under our form of society the law of the "survival of the fittest" is as inexorable as the law of gravity.

Hard lines, you say?

But no good can come from concealing the fact. The world will not take you on credit. You must demonstrate your ability, which is nothing more nor less than brains.

Money is the cheapest thing in the world.

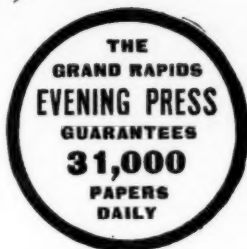
Brains are the highest commodity of creation.

Capital everywhere is looking for investment. Men of ability have no trouble in establishing an enterprise; but brains, not money, must make it successful.

In no other line of business can this be demonstrated so quickly as by the game "Advertising." If it were possible to figure the exact number of people who would purchase an article, and the price they would pay, giving the manufacturer a guarantee of the exact amount for his production (providing the expenditure should be \$100,000), the great question that arises is, where to place the money.

Duplicate circulation means more to the large advertiser than many will admit; however, the magazine advertising is summing itself down to a mail order business, and the apparent importance of the magazine as a medium for the introduction of goods is proving a pronounced failure, and in seven cases out of ten the magazine advertisers of former days are now the best patrons of the daily newspaper.

The adaptability of a live newspaper is clearly proven by the following example given by *The Evening Press*, published in Grand Rapids, Michigan. Mr. H. N. Hammond of Bay City, Michigan, was considering the placing of a health food on the market and submitted a series of typewritten copies and made a ten-thousand line contract with *The Evening Press*. At this time the machinery to manufacture the food and the boxes in which to place the same had not been ordered. However, Mr. Hammond, influenced by the fact that Grand Rapids is an exceptionally good territory in which to



try out a new article, and wanting action for his money at the earliest possible moment, decided to launch the enterprise entirely through *The Evening Press*, using not only the proofs of the large display advertisements, but also the services of *The Evening Press'* broker, who canvassed and sold fifty retail grocers in ten days, before the goods were ready for shipment from the factory.

The Ladies' Home Journal can show to its credit many successful advertisers, but it is impossible for the advertiser who desires to cover the field thoroughly to do so through magazines, and it is not likely that they ever made a showing equal to the average daily newspaper in any one territory. The important factor in publicity is quick action on the amount invested. If the investment is good, and it requires a month to realize on it, there are just twelve chances in the year in magazines, but with the daily newspaper, after twenty-four hours at the longest, the first effects are felt. Continual hammering of this sort will produce more returns in two weeks than a magazine can offer in as many months.

The Evening Press of Grand Rapids, Michigan, offers many advantages over the average advertising medium by acting as a special agent where a traveling representative cannot be on the ground. This has been demonstrated during the past five years with proprietary advertising, and at the present time the food manufacturer considers the opportunities offered by *The Evening Press* an advanced idea in the commercial world.

Mr. C. J. Billson, 86 Tribune Building, New York, or from his office in the Tribune Building at Chicago, will gladly furnish all information required by the advertiser.

THE PRINTERS' INK PRIZE COMPETITION FOR 1902.

THIRTY-SEVENTH WEEK.

In the 1902 PRINTERS' INK ad competition ten competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these, the one reproduced on this page is thought to be the best submitted during the respective week. This advertisement was constructed by Philip J. Sullivan, Thompsonville, Conn., and it appeared in the *Press* of that place on August 28, 1902. In accordance with the original offer, a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Sullivan when the marked copy of the paper was received. Two additional coupons, one to Mr. Sullivan and one to the advertising manager of the *Press*, were sent in accordance with the terms of the competition when a selection of the best ad for the thirty-seventh week had been made. Mr. Sullivan's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations. Each of the nine unsuccessful competitors for the honors of the thirty-seventh week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts. This ad contest, now in its thirty-seventh week, will close with the first issue of PRINTERS' INK in October. The last day for entries is September 24, 1902. As the contest draws to a close there seems to be a new activity manifest. Many writers have announced their intention to submit ads on or before the closing day and inquiries for the free pamphlets setting forth the terms of the competition are more numerous than before. The prizes set out by the Little Schoolmaster are well worth trying for, not to speak of the other advantages which may result to an advertiser in bringing his name conspicuously before the advertisers of the whole world.

Printers' Ink

A Journal for Advertisers

THE REASON WHY

IT IS THE BEST EDUCATOR,
COUNSELOR AND FRIEND
OF ADVERTISERS IN
THE WORLD IS

BECAUSE, the practical knowledge contained in its columns, relating to business publicity, is of such a character as to be applicable to every variety of business.

BECAUSE, Its columns are replete with bright, crisp and cheerful suggestions that are an inspiration and encouragement to the advertising merchant and student of publicity.

BECAUSE, Its style is strong and vigorous, and it deals with problems in advertising in a simple, yet direct and forcible manner.

BECAUSE, It is the pioneer and leading exponent of the frank, fresh and breezy style of advertising in vogue to-day.

BECAUSE, In its business dealings it is straightforward and upright, and is the sworn enemy of false and misleading methods of publicity.

BECAUSE, It is unique, compact and attractive in its "get up," and costs but 10c. per copy, or \$5 a year.

Issued every Wednesday by

GEO. P. ROWELL & CO.,
10 Spruce St., New York.

Written by Philip J. Sullivan.

Less than One-Tenth of
a Cent per Thousand

The Combined Circulation of

The
Scripps-McRae
League

Over 315,000 Daily

THE CINCINNATI POST
over 139,000

THE ST. LOUIS CHRONICLE
over 51,000

THE CLEVELAND PRESS
over 119,000

THE COVINGTON (KY.) POST
over 12,000

This combination of desirable newspapers offers advertisers a better opportunity than any other similar list of newspapers in the country.

Rates and circulation guaranteed.

For information, etc., address

D. J. RANDALL
53 Tribune Building, New York

I. S. WALLIS
116 Hartford Building, Chicago

WITH ENGLISH ADVERTISERS.

By T. Russell.

The press of the country seems to have awakened suddenly to the fact that substitution, by injuring advertisers, is indirectly inimical to the interests of newspapers also, and at least two London dailies, the *Morning Leader* and the *Express*, have been publishing articles to warn the public against the substitution fraud, especially in the medicine trade. The lead set by the two best popular dailies seems to have stirred the press, and I am being asked to contribute articles to other papers on the subject.

* * *

The interest of the press in this subject is only sometimes indirect; I have known instances where substitution actually deprived the newspapers of this country of a large amount of business. One example of this was the case of Frazer's Sulphur Tablets. These tablets, under the management of Mr. Sharp, one of the ablest advertising men I have ever known, were for some years very largely advertised here—advertised to the extent of half pages and double columns in about six hundred newspapers. But some smart wholesale druggist discovered the words "Sulphur Tablets" could not be successfully held as a trade mark. He flooded the country (and thus set an example to others of his own kidney, which was speedily followed) with Sulphur Tablets sold by retail chemists as "our own," by the substitution of which for the genuine Frazer's Sulphur Tablets, the business was all but killed in a very short time and the advertising discontinued. The same goods are now sold as "Frazer's Tablets" simply and have since been advertised a little, but never again on the original scale.

* * *

Kutnow's Compound Effervescent Carlsbad Powder is an example the other way round. For years it had a small sale, struggling

with constant substitution and imitation, under that name. It was only when Mr. Kutnow received from this same Mr. Sharp the suggestion that he should market his really excellent preparation (which is medically by far the best effervescent cathartic ever brought out and has been the subject of testimonials from an extraordinary number of the highest class of medical celebrities) with the simple name "Kutnow's Powder," by which it is now known, that Mr. Kutnow ventured to advertise it on the liberal scale he has since, with well-deserved success, adopted. Thus it is not a matter of mere philanthropy or of commercial solidarity, if the newspaper press takes up the cudgels against the shabby and abominable crime of substitution, but a matter of direct self-interest.

* * *

The *Express*, giving unsuspected military rank to one of the best known American merchants in this country, publishes the following interviews on the subject:

The experience of one proprietor is practically the experience of all. Colonel Morgan Richards, who represents Carter's Little Liver Pills and a dozen other proprietary medicines in this country, said yesterday:

BUSINESS SUFFERED.

"Our business has suffered to the extent of quite a third through substitution."

The proprietors of a well known emulsion have been heavy sufferers from unfair trading.

"The chemist in putting up the substitute," said the firm's representative, "is not handicapped by the expenditure of brain, enterprise and money as we are. The only matter that concerns him is to make the highest possible profit. Some doctors, it is stated, have an arrangement with chemists whereby they get a commission for every bottle of a substitute sold to the doctor's clients."

"The other day I went into a chemist's and asked for Kutnow's Powder," said a well known drug manufacturer. "The chemist deliberately gave me some other article, and when I complained to him he was profuse in his apologies, but could not defend his conduct."

Every other proprietary article suffers from the pernicious system of substitution, and the only remedy is to warn the public against purchasing the inferior article, because in nearly every instance they are deceived as to its value and effectiveness.

* * *

Happening to make a small purchase at a stationer's shop in the

Strand the other day, I found, when I went home, that it had been wrapped up in a piece of paper on which the following was printed. Is this American?

AN UP-TO-DATE STORY.

She came into the room where he sat alone, with glittering knife in her clenched hand amid the folds of her dress. Her face was white and drawn, and her eyes were wild and haggard-looking.

He, the man whose name she bore, sat by the fire, deep in thought, and never heard the slipped footfall of the beautiful woman who now stood behind his chair with a strange, cold smile upon her lips.

Suddenly, with a gasp, she cast the knife from her towards the glowing coals, but it sank silently into a sofa at the other side of the room.

"I cannot!" she moaned, wearily; "I cannot!"

And she fell into a white heap upon the floor at his feet.

A pitying, tender expression broke across the gothic granite of his cheek, and he murmured in deep, tender, heavy-dragon tones—

"What is it, my darling?"

But she spoke no word—only raised one white hand towards him, in which was clasped a lead pencil.

She had been trying to sharpen it, poor girl!

Thereupon her husband, handing her a Musson "Turnlead" pencil, said—

"This is a screw-threaded lead, which turns out, and therefore requires no penknife to sharpen it."

All is now tranquillity in the house, and she cannot understand that any other kind of pencil is ever used.

* * *

There exists in London a firm trading under the unpleasing name of "The Adart Company," in advertising pictures and designs. It would not, on general principles, be thought likely that anyone would wish to dispute with them the rights in such a word as "Adart"; but it appears that this title has also been adopted by a well-known firm of advertising

agents, Messrs. Thomas Smith and Company, who have published a booklet of very excellent specimen advertisements with this name on the cover. The Adart Company has accordingly brought suit against them; but the judge of first instance, being asked for an immediate injunction, pending trial, considered that the word "adart" too closely resembled the two words "ad," "a technical contraction of 'advertisement,'" as the judge naively called it, and "art." So, until the case be tried before the full tribunal, no order was made. What will people go to law about next?

* * *

The case is only mentioned here as a warning to advertisers, because it shows the jealousy with which the British courts regard any word which is sought to be registered as a trade mark, and which can by any means be held to resemble ordinary dictionary words. No one should advertise goods by title in this country without first registering the name in the Trade Marks department of the Patent Office, and ascertaining that, when so registered, the name can be protected. If the Registrar accepts a word without question, it is generally safe, although the courts have power to order a word to be erased from the Register.

It's always the plainest point that first attracts attention. That's why Mr. Noah moored the ark to the Ararat.—*White's Sayings.*

It's not the brilliancy of an ad that always counts—it's the expressed value. A 100 carat diamond doesn't shine half so strongly as an arc light, but it's worth a good deal more.—*White's Sayings.*

With Washington, D. C., advertisers the *Evening Star* is the whole thing. The *Star* reaches every one reachable.

M. LEE STARKE,
 Manager General Advertising,
 Tribune Building, Tribune Building,
 NEW YORK. CHICAGO.

NOTES.

"An Association of Men for Men" is a compact, well-written booklet from the Y. M. C. A. of Montreal, Canada.

The Young Men's Christian Association sends out a mailing card list of studies included in the coming winter's educational courses.

"WHAT Her Blue Eyes Saw" is a story in booklet form, detailing the tour that a young woman made through the breweries of the Val. Blatz Co., Milwaukee.

The real estate offerings of C. F. Hopkins, St. Augustine, Fla., are printed in booklet form and set off with interesting information and statistics concerning that famous old city.

"The Road to Perfect Womanhood" is a booklet summarizing the contents of the "Ladies' Guide to Health and Beauty," published by the Non-Pa-Reil Co., Park Row Building, New York.

The *Protest*, a new "freak" monthly to be published at Crockham Hill, Kent, England, is to be—so far as one may judge by the announcements—a close and rather British imitation of the *Phylistine*.

The Purina Mills, St. Louis, send four neat little booklets, three of which contain stories and the fourth recipes for making things from Purina Cereals. They are excellent bits of literature for distribution through grocers.

The Ralston Health Shoe Company, Campello, Mass., has issued a new catalogue which is commendable for completeness of information, artistic make-up and practical size. The capacity of the Ralston factory is 1,500 pairs of shoes a day.

The Bucyrus (Ohio) *Evening Telegraph* issues the first number of a monthly called the *Feature Magazine* in which are collected the small articles known as "laity editorials," giving opinions of prominent persons upon current news, social, political and other topics.

"How long did it take you to write that book of yours?" "About four weeks." "How much did you get for it?" "One thousand dollars." "Huh! I made that in four seconds the other day. I thought up a good name for a new health food."—*Chicago Tribune*.

The Marion Iron and Brass Bed Co., Marion, Ind., advertises a half-dozen special beds by means of exceedingly fine halftones, touched with enough color to enliven them and printed upon heavy stippled paper. Little argument is needed with illustrations like these.

The Chicago Projecting Co., 225 Dearborn street, Chicago, sends a 200-page catalogue of kinetoscopes, moving picture films, illustrated lectures and other supplies for entertainers. The book is rather indifferently printed, but contains accurate, satisfactory information.

ROSENBAUM BROTHERS, Board of Trade, Chicago, who do some excellent advertising by means of mailing literature, send two concise little booklets called "Hedging" and "Barley—Our

View of it." The matter is thoroughly convincing, and the printing by Rogers & Wells, Chicago, is eminently neat and tasteful.

"THE Grape—Its Uses, Juices and Abuses" is a daintily printed brochure from Goldberg, Bowen & Co., the San Francisco wine dealers. It contains a paper lately read at the Bohemian Club in that city by Horace G. Platt—a paper composed of all the fine things that have ever been said about wine, put together for an ad.

The *News*, Monterey, N. L., Mexico, issues a small pamphlet containing information concerning recent customs rulings of the United States Treasury Department. It is intended for the enlightenment of American tourists in Mexico who wish to take home purchases, and furnishes a brief, clear outline of the tariff laws.

Tidende, the daily and weekly Scandinavian paper of Minneapolis, Minn., issues a booklet of interesting statistics concerning the Scandinavian population of the Northwest. Advertising rates are given, and it is stated that the circulation of the weekly for the first six months of 1902 averaged 30,269 copies per issue, all paid in advance.

The Bausch & Lomb Optical Co., Rochester, N. Y., announces a photographic contest in which \$3,000 in gold will be given as prizes for pictures made with the firm's lenses. This contest is open to the whole world, is to be conducted upon very liberal conditions, and will doubtless be productive of advertising of a highly desirable sort. It closes January 1, 1903.

THERE is not so very much difference in the intelligence of people after all. The great man is not so great as folks think, and the dull man is not quite so stupid as he seems. The difference in our estimates of men lies in the fact that one man is able to get his goods into the show window and the other is not aware that he has either show window or goods.—*Elbert Hubbard, in Sunshine Bulletin*.

The American Hosiery Co., 110 Franklin street, New York, issues a thumb-nail booklet containing eight clear arguments why its product should be purchased and worn. This booklet is unique in that the decorations begin with a small border upon the first page of text and increase in size to the end. The average booklet is designed upon the opposite plan—a gorgeous bit of decoration on the cover, a less gorgeous one upon the title page and nothing at all at the finish.

The *Daily Call*, Lafayette, Ind., presents some halftone views of its plant in a booklet, and takes occasion to inform the public that it has its own perfecting press, its own art department, its own stereotyping plant, its own splendid corps of reporters and "a small army of compositors who make up the paper." This is encouraging, of course, but it might be a good thing for the *Call* folks to remember that bronze is only effective when set off with colored inks or against dark cover papers. A

combination of bronze and white calendered cover stock is wholly inartistic.

PARCELS may be sent by mail to twelve different South American countries from the United States. Some of these countries may be reached from any post-office in the United States, but others are not so well treated and can only receive parcel mail from New York, San Francisco or New Orleans. International postal regulations with such countries may ultimately shame us into adopting a parcel post system at home, but so far the carrier trusts have effectually squelched all our infant ambitions in this direction. How much longer do the farmers of this country purpose to be dictated to in this respect?—*Agricultural Epitomist*.

THE great ambition of the hotel-keeper in Switzerland is to have a star attached to the name of the hotel in Baedeker's guide to that country. These stars are valuable, as they cannot be bought with advertisements. One of the hotels near the lake of Thun had lost its star through temporary mismanagement, and all efforts to get it again had failed. In July the well known German parliamentarian, Eugene Richter, spent a few weeks in this hotel and seemed so well pleased that the host begged him to plead for him with Baedeker. Richter did so, and promptly got answer from Leipzig that the star would be restored in the next edition.—*New York Post*.

THE New York Times has collected the following samples of advertising cheerfulness: Death must have greatly diminished terrors for the inhabitants of Rutland County, Vt. From the town of Fairhaven as a center an enterprising firm of undertakers—"funeral directors" have not yet penetrated that section—has literally covered the surrounding country with roadside signs that must be a never-failing source of comfort to the passing invalid. Here is one of them: "Undertaking as it should be undertaken." A second reads thus: "Finest rubber tired hearse in the State." And this is an open invitation to all: "Caskets of every design. Open day and night."

THE following plain reasons why Cartwright & Warner woolen undergarments do not shrink or "scratch" are precisely the facts that readers want when anyone undertakes to enlighten them upon the subject. There can hardly be better advertising material: Many people do not wear woolen underclothing because of the unpleasant irritation. Very few people know just what it is that makes wool seem scratchy. Each tiny shaft or fiber of wool is covered with still tinier scales. Magnify a bit of wool millions of times and it would look something like a pineapple. These scales which are very minute (running from two to four thousand to the inch) end in little points. Under each scale is a drop of oil which keeps the point harsh and stiff. When wool is violently agitated or when it is wet with hot water these tiny, stiff scales kink and curl and intertwine, drawing the fabric together. That is what makes wool shrink when washed in hot water. Cartwright & Warner have a solution in which every piece of material is soaked after it is made. This solution dissolves the wee

bit of oil—takes from the scales all possibility of kinking, and every particle of stiffness, and leaves the material delightfully soft, fleecy and absolutely incapable of shrinkage. This bath does not in the slightest degree injure the fabric itself.

AN EXCEPTION.

A special mailing card sent out by PRINTERS' INK contains the following:

"As a general thing papers published in cities of less than a hundred thousand population cannot profitably use page advertisements in PRINTERS' INK. It is too heavy ordnance for small craft.

"Big ships great oceans may explore,
But little boats must keep near shore."

"Occasionally, however, there is a paper of such unusual enterprise, growth and influence as to make it an exception to any general rule.

"Such a paper the Peoria, Ill., *Evening Star* would appear to be.

"Such a paper as the Peoria *Evening Star* finds it profitable to use page announcements in PRINTERS' INK.

"PRINTERS' INK seeks and invites the announcements of papers that will produce for advertisers in their columns a profit on the cost of inserting an advertisement there. There are not many such exceptionally prosperous papers issued in cities of less than a quarter of a million of people, but wherever there is one its announcements in PRINTERS' INK are considered good reading."—*Peoria, Ill., Star, Aug. 31*.

THE manufacturer, through advertising, expends large sums of money to create retail trade—the merchant receives a large part of the benefits accruing therefrom.—*Progressive Advertiser*.

IF the circulation was more appropriate and the class of reading matter was changed somewhat—more to fit the ads as written, the cause for some advertising not paying would be removed.—*White's Sayings*.

It is a mistake to confine all the advertising to a single article if you handle a variety of goods. Use different articles for some of the publications. In this way you attract people whom you might not interest if you stuck fast to one thing in your advertisements.—*The Advisor*.

Franklin Av.
 16 residences
 15 Journals
 2 Tribunes
 22d St.

31st St.
 17 residences
 16 Journals
 2 Tribunes
 32d St.

24 residences
 22 Journals
 0 Tribunes
 2d Av. S.

4th St. S. E.
 7 residences
 6 Journals
 1 Tribune
 University Av.

8th St. S. E.
 8 residences
 8 Journals
 3 Tribunes
 7th St. S. E.

University Av.
 7 residences
 6 Journals
 1 Tribune
 4th St. Southeast.

10th Av. S. E.
 8 residences
 9 Journals
 0 Tribunes
 25th St.

26th St.
 26 residences
 22 Journals
 6 Tribunes
 2d Av.

A canvass of 500 residences in Minneapolis showed
452 Journal
Subscribers
 and 87 for the Evening Tribune.

The Journal
 has
101 Carriers
 Also a number of Sub-Carriers or Helpers.
 ~~~~~  
 The Evening Tribune  
 has 55 Carriers.

24th St.  
 18 residences  
 17 Journals  
 2 Tribunes  
 25th St.  
 2d Av.

**INDISPUTABLE**  
 Regarding Circulation  
**THE JOURNAL**  
 In Minneapolis

CANVAS  
 COMPASS  
 CANVAS

Sworn Average  
 Circulation of  
 Minneapolis Journal  
 for Month of  
 August 190

**5549**

A canvass of 500  
 lake town showed  
 On M. & L. J.  
 260 Journals  
 and 20 Tribunes  
 On G. N. R.,  
 253 Journals  
 and 10 Tribunes



**CAREFUL  
IMPACTIVE  
CANASS**

**rn Average Daily  
culatn of The  
neaps Journal**

**Month July and  
August 1902,**

**5498**

**vas two suburban  
e transwowed—**

**M. & L. R. R.,  
60 Journals  
and 20 Tribunes.**

**I. N. R.,  
53 Journals  
and 30 Tribunes.**

**TITLE FACTS  
ny circulation of  
JOURNAL  
inapolis.**

West Lake St.

Lyndale Av.  
28 residences  
22 Journals  
8 Tribunes

Garfield.

16 residences  
12 Journals  
3 Tribunes

Harriet.

31st St.

25th St.

Third Av.  
16 residences  
16 Journals  
2 Tribunes

Clinton Av.

26th St.

36th st.

Bryant Av.  
16 residences  
14 Journals  
2 Tribunes

Colfax Av.

25th St.

18 residences  
16 Journals  
2 Tribunes

24th St.

Colfax Av.

18 residences  
15 Journals  
2 Tribunes

20th St.

Bryant Av.

22d St.

14 residences  
15 Journals  
1 Tribune

Aldrich Av.

7th St. Southeast.

13th Av. S. E.  
10 residences  
10 Journals  
1 Tribune

14th Av. S. E.  
22 residences  
21 Journals  
4 Tribunes

15th Av. S. E.

6th St. Southeast.

**Number of Columns  
of Advertising for  
the month of August  
carried by**

**The Journal, 1,094**

**Evening Tribune, 657**

**St. Paul Pioneer  
Press Daily and Sunday  
Issues Combined, 686**

**A canvass of 12 news stands  
showed—**

**390 Journals  
and 158 Tribunes.**

**The Journal is printed  
on three Goss Quads,  
in the finest press-  
room west of Chicago**

## PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

**[\*]** Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

**[\*]** Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

**[\*]** Publishers desiring to subscribe for *PRINTERS' INK* for the benefit of advg. patrons may, on application, obtain special confidential terms.

**[\*]** If any person who has not paid for it is receiving *PRINTERS' INK* it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

### ADVERTISING RATES:

Classified advertisements 25 cents a line: six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, SEPT. 17, 1902.

*Whiteson's Mail Order Bulletin*, published at 343 Fifth avenue, Chicago, is the latest arrival in the Little Schoolmaster's nursery. The *Bulletin* is published monthly and devoted exclusively to the interests of the retail mail order trade.

THE September issue of the *Philadelphia Keystone* is a testimonial of enterprise and progress in trade journalism. The *Keystone* is the ablest paper of its class. No up-to-date jeweler can afford to miss its educational advantages.

THE *Kansas City Star* now prints mail order ads in a separate department of its Sunday issue, heading them with a brief history of the mail order trade, an explanation of its advantages and the recommendation that readers give it a trial.

MR. HENRY JONES GARRISON, the Joliet, Ill., adwriter, called upon the Little Schoolmaster the other day. Mr. Garrison is an enterprising young man who has made a creditable record for himself with Joliet business men. *PRINTERS' INK* is always glad to see its grateful pupils.

At a recent meeting of the Executive Committee of the American Advertising Agents' Association, it was resolved: "We believe that publishers should furnish as full information regarding CIRCULATION as they do concerning rates, and on their rate card." All meetings of the above named association appear to be conducted with a great deal of resolution.

HARD work and personal effort are absolutely necessary in successful advertising.

It is surprising how comparatively few conspicuously good retail ads are found in the thousands of papers printed. To better the department of Ready-Made-Ads in *PRINTERS' INK*, the Little Schoolmaster invites readers to send in clippings of their ads as they have appeared in local papers. Such an exchange of ads would prove beneficial to many pupils.

THE *PRINTERS' INK* 1902 ad contest, now in its thirty-seventh week, closes with the first issue in October next. The last day for entries is September 24, 1902. Ambitious adsmiths have now one week more in which they may make an attempt to capture the awards offered by the Little Schoolmaster. Advertisements submitted later than the date above referred to will be excluded from the competition.

MR. CHARLES H. RAVELL, connected with the advertising department of the *Record-Herald*, has an advertising scheme that in the near future may be put in operation by the savings banks of Chicago. His plan was devised partly for the purpose of promoting newspaper advertising of a sort that will bring direct results to the bank. The whole plan is set forth in a printed circular which can hardly fail to be of interest to newspaper publishers and to bank managers who are ambitious to vastly enlarge their lists of depositors.

THE *Sunshine Bulletin*, a new four-page paper from East Aurora, N. Y., is the official organ of the R. W. S. S., and will be issued twice a month. It is the literary child of Ray Williams, who is known as the "boy editor," and who has lately joined the Roycroft forces. Ray is an ardent admirer and pupil of the Little Schoolmaster, and his first issue is far more commendable in matter and typography than many of the Little Schoolmaster's large family of babies. The subscription price is twenty-five cents a year, and the first number contains a serial sermonette by Elbert Hubbard.

THE advertiser who "knows it all" is greatly to be felicitated upon his vanity. Older and more experienced ones confess to much non-knowledge and seek every possible means of added information.

BUYING and selling pertain to no time or season, although they are not uniform every day. But when there is less activity, it would seem that the seller ought to be most anxious to get his share of trade. Publicity is the means to this end.

ANYTHING that will give character to your publicity adds to its advertising value. It may be a distinctive trade mark, a catch phrase, a peculiar literary style or an original type dress. It may even be the picture of a monkey, used persistently upon every bit of matter that you send out. It must be something that gives individuality. Ninety-nine one-hundredths of all successful advertising has this character.

THE Western Reserve Trust Co., Cleveland, Ohio, issues a comic animal book done in colors and rhyme by C. K. Reese and printed by the Rogers Co., of Cleveland. The verses and pictures are good, but the contorted style of type that Mr. Reese has taken for his model went into the hell-box long ago in all modern printing offices—and advisedly, for it is next to impossible to read it. With this exception the booklet has high advertising merit.

DURING the past decade some of the most acute minds in the business world have been sorting and cooking the raw material of advertising. Lines that were not profitable have been abandoned, those that are profitable have been systematized, frauds and schemes have been exploded, waste and loss have been hunted remorselessly, ways of using legitimate mediums have been multiplied and perfected. The novice who refuses to avail himself of the results of this expensive work is in the same plight as the young man of eighteen who sits down to swallow the world's literature whole.

Too many merchants allow their expectations to exceed their efforts in the matter of advertising.

ADVERTISING is not necessarily newspaper space, nor magazine pages, nor cards in the street cars. In fact, there are conditions under which all of these fall far short of being advertising. Advertising is anything—absolutely anything—that will make an article or a business known to its proper public, convince people of its advantages and cause them to buy. The medium may be a man who "rubes" the street, a tawdry circular or a hundred crude signs along a country road. If it accomplishes the desired end it is advertising.

RED tape should have no place in the working economy of a store. A singularly stupid system, largely followed by druggists and confectioners in New York City, is that of compelling customers to buy checks before they have been served with soda or other drinks. It simplifies the problem of watching dishonest clerks somewhat, but places the customer under suspicion. Not a few people walk out of such an establishment rather than pay before being served, so a Broadway druggist displays a sign over his fountain: "Get your soda first; the clerk will give you a check; we confide in our customers; we confide in our clerks."

Don't try too hard for hypnotic effects in your ads. Don't believe that readers have to be taught by occult means and induced to send their money to you (or bring it) by the glamor you can throw around your goods or into the language you use to describe them. Don't! Facts and figures in your bit of an ad, common honesty in dealing with those who answer it—that's all there is to that side of advertising. Allurement has its place in the world, but not in publicity that is going to build up a business. If allurement were the force that made advertising profitable, don't you suppose that the man who advertises sure tips on the races would be the largest user of magazine space?

"ALL the News that's fit to print and the most of the best advertising" is the new slogan of the New York Times.

THE newspaper for the advertiser is the one which brings him in returns. Everything sinks into insignificance before this. The burning question is not how many people may read an advertisement, but how many can be prevailed upon to respond with cash to its invitation to step forward and buy.

WOMEN are continually exploring shops and comparing prices. Men know little of the ways of the mart, and care even less. Prices should form the chief argument in advertising that is aimed at women, while quality should be the argument for men. Woman attends to the detail of quality in person. She knows the make and value of pretty nearly everything quoted upon a page of bargains, or will find out from another woman. Man worries little about the prices of the few articles that he buys. He seldom splits pennies, but will pay even dimes and dollars for his ties, shirts and suspenders. He likes to know that he is trading at a shop which guarantees quality, and is willing to pay for the assurance that lies behind a name such as that of Rogers, Peet & Co.

WHERE the argument is at all extended, print the name of the commodity several times. This rule will hold good with a newspaper ad of even four inches, while no page of a booklet should fail to show what it is intended to advertise. The name needs considerable hammering. People read many very interesting ads without knowing what they advertise. At this very moment, probably, there is an agate rule upon your desk which advertises a paper. You have used it every day this year. Ten to one you cannot tell the name of the paper offhand. There are other articles whose advertising style or catch phrases you are familiar with, but whose names have escaped you—if you ever knew them thoroughly. All effective advertising lays especial stress upon names.

It was regarded as a great advertising achievement when a champagne house induced Senator Mason to praise its goods in a speech (afterward widely circulated under the Senator's frank) in the Senate Chamber. Yet the agent of the house affirms that better returns have followed a display advertisement in a leading newspaper than were received from the speech.

THE Pennsylvania Trust Company, Pittsburg, issues a neat booklet describing its system of receiving savings deposits by mail. The Merchants' National Bank, Philadelphia, issues a booklet outlining the scope of its business and setting forth the advantages it offers to those who wish to carry commercial accounts. This booklet is an expensive affair and thoroughly attractive in all respects save the cover, which bears the too-frequent combination of black paper and dark brown ink. The purpose of a legend upon the cover of a booklet is to be legible, and the cover of this booklet misses its purpose altogether.

FOR rich publishers the cost of running off surplus copies is insignificant—two or three cents a pound for the paper and a possible extra half hour's work for press and pressmen. It is also well known that this is extensively done. There is a whole school of new or second rate magazines whose circulations consist almost wholly of copies sent out to newsstands which are never sold. Many large city dailies, especially old conservative ones, overload newsdealers for the purpose of concealing a decline or beating a rival. The cost of paper and printing on a 16-page, 11x16, mail order monthly probably would not exceed \$3 per extra thousand. Charging one-third cent per thousand more, it would only take the extra profit on 900 lines to make up the cost. On well-patronized papers where advertisers do not keep track of results, unnecessary circulation can be profitably issued, and probably is issued to a much greater extent than is generally known.—*Advertisers' Guide for September.*

BRAINS and money properly mixed with printers' ink turn dullness into prosperity.

At first glance the figures of the Procter & Gamble Company's recent contract with the *Ladies' Home Journal* seem startling, even to experienced advertising men. With cost of plates that page will represent an expenditure of an even quarter million dollars in five years. But when it is remembered that the *Ladies' Home Journal* reaches approximately a million readers to-day, and that the cost per reader for advertising Ivory Soap is four mills, the contract assumes a new meaning. Furthermore, if the *Journal's* circulation grows at the rate maintained since 1895 there will be half as many readers again in 1907, and the Procter & Gamble Company will be telling their page story at a cost of about a quarter cent per reader. When quality of circulation and the cumulative effect of this steady publicity are reckoned perhaps it is Mr. Curtis who should be startled.

JAMES R. KEISER, 122 Fifth avenue, New York, maker of Keiser-Barathea Cravats, has been charged with many advertising sins, more particularly that of giving insufficient information about his product in car cards and newspapers. Like most advertisers who run counter to the critics, however, he has a diabolical knack at succeeding, and now makes atonement with an admirable booklet entitled "The Cravat." It is a real handbook of neckwear, sure to be preserved by anyone who receives a copy. Besides a little talk upon his own make of ties, it gives pictures of the various styles of cravat, directions for tying, suggestions for wearing the appropriate thing at business or social functions, hints as to color combinations, directions for keeping ties when they are not being worn, a brief history of the cravat that shows its genesis from Flanders and the times of Louis XIII, and a page of very pointed "Cravat Don'ts." The printing and illustrations are excellent—the work of the Matthews-Northrup Press.

IN the window of a Third avenue curio shop is a human skull with the legend, "It is said that there are 1,000 skulls represented to be Oliver Cromwell's. This is not one of them. We never misrepresent."

PRINTERS' INK has probably done more for legitimate advertising than any other publication in America, and all druggists who are interested in advertising should be subscribers to this little journal.—*The San Francisco and Pacific Druggist.*

I HAVE read PRINTERS' INK for the past six years. No book treating on advertising gives the information or is a more welcome visitor. Ours is the only daily live stock paper which carries in its editorial column a sworn statement of its circulation. We were led to do this by the repeated injunction so to do in PRINTERS' INK, and we believe it has already helped us in extending the advertising of the *Live Stock World*.—*Will F. Baum, General Manager, Chicago Live Stock World.*

A VISITING postal expert from Germany expresses polite surprise that we do not have the domestic parcels post, so great a boon to the people in other civilized lands. The steamship *Teutonic*, now at sea and due on Wednesday, brings the first international parcels post matter ever sent to the New World. To our shame, it is consigned for delivery not to the United States Postoffice Department but to an express company, our Government having for years neglected or refused to make a parcels post arrangement with other nations. No reason was ever alleged for not establishing an international parcels post but that "American manufacturers don't want it." It would make "mail order shopping" in Europe too easy despite the tariff. No reason was ever alleged for not having a domestic parcels post except that "the express companies don't want it." It would greatly reduce a portion of their business. Public convenience and economy denied in these two very important matters for private profit constitute a double national disgrace.—*New York World, Sept. 8, 1902.*

THE Siegel-Cooper Co., who for a long time have been trying to secure a footing in Philadelphia, have now purchased the Continental Hotel, one of the oldest hosteleries in that city. Negotiations were closed for the erection of an immense department store on the hotel site.

DURING the week of September 1-6 the Goerke Company, clothing, carpets and general merchandise, Newark, N. J., gave one per cent of its gross sales to the striking coal miners. A special sale was held and the rebate covered the entire store. Circular letters announcing the event were mailed to every union workingman in Newark, and the results were satisfactory, a check for a considerable sum being sent to President John Mitchell.

THE Oregon, a large ocean steamer, is being fitted up as a floating exposition of American goods at Seattle, Wash., says the *New York Telegram*. About November 15 she will begin a six months' cruise to ports in Russia, China, Japan, the Philippines, Straits Settlements, India, Mauritius, South Africa, Australia and the Sandwich Islands, carrying a party of American manufacturers and exhibits of American goods. United States consuls have persistently reported that personal solicitation and samples are necessary in extending trade with these countries, and this floating exposition is intended to bring buyers and sellers together for discussion of methods of preparing goods for different markets, establishing agencies, making sales and settling financial responsibilities of buyers. During the tour the Americans will see all classes of foreign buyers, from the coast cities as well as the interior, as well as native merchants and exporters desirous of selling their products and raw materials. The exposition is under the auspices of the Chambers of Commerce, Boards of Trade, Manufacturers' Associations and the Consulates of the various points visited, and committees will discuss methods for the betterment of trade relations.

THE *St. Paul Globe* sends out a mailing card tabulating the results of the first six weeks of a "hurricane canvass" now being conducted.

"THIS Will Tickle Some People" is the legend upon the cover of a booklet from the *Herald*, which is published "at the Sign of the Cocoanuts," Hilo, Hawaiian Islands. A small feather is attached by way of symbolizing the legend, and the booklet announces that the *Herald* folks are sending the paper to a number of people free of charge for a few weeks to enable them to become better acquainted with it. The brochure is neatly printed and has the merit of being what some writers call "wellworded."

OF all advertised commodities perhaps the empty store is least attractively presented. Not only are the actual methods of publicity primitive and ineffectual, but the commodity itself is put upon the market in a most slovenly manner. The first medium that ought to be brought into play in advertising an empty store is that of cleanliness. Is there anything more gloomy, desolate and forbidding than the store waiting a tenant? Windows are dirt-smeared and covered with tattered theatrical posters, while when it is possible to see the interior there is nothing visible but boards, boxes, broken glass, rusty tinware, dust, grime and desolation generally. The very first requisite is to put the commodity up in attractive shape to set up shop. One real estate agent in New York who does a large business in renting stores has discovered that soap and water are the best mediums he can utilize. He not only scrubs floors and washes windows, but insists that the owner repair broken glass and sweep once a month so long as the store remains on his list. His policy has paid in actual results. Yet the average owner of such a commodity seems to think that there is a special Providence that will send him a tenant, wherefore he lies back and patiently waits months or even years for his property to regenerate itself, merely sticking a placard in the window.

To commemorate the opening of the new building of the New York Stock Exchange early in October, *Town Topics* will issue a special number of 128 pages, containing illustrations of the building and the story of the Stock Exchange from its inception, articles dealing with the history of the great industries of the United States, the personality of Wall street and other valuable matter. Arrangements have been made to print 200,000 copies, it is claimed, and more than two hundred financial houses have instructed the publishers to furnish free copies to friends and customers to any extent desired. The special issue is announced in a unique booklet from the Cheltenham Press.

MR. FRANK B. WHITE, founder of the Frank B. White Company, which has made a specialty of agricultural advertising, has severed his connection with that institution and has for the present a working arrangement with the Draper Publishing Company, of Chicago, who are about to place a line of advertising in agricultural newspapers. Mr. White will also devote considerable time to promoting, systematizing and organizing class advertising for firms needing services of this nature. Sixteen years ago Mr. White bought *Commercial Union*, then published in Janesville, Wisconsin. Three years later he began his advertising experience as special representative for a list of agricultural newspapers and in 1893, in the midst of the financial panic raging at that time, organized the Frank B. White Company, which has made a wide reputation and built up a successful business. *Agricultural Advertising*, a PRINTERS' INK "baby," was started in 1894 and has become one of the leading advertising journals of the country. Mr. White has maintained a reputation for square dealing and success in organizing advertising campaigns. In his new line as promoter, organizer and counsellor at advertising he is thought likely to repeat his former success. His long experience, and forceful personality will make him a valuable assistant to any firm that may secure his services.

DESPITE the speed at which modern railway trains are run, the railroads between New York and Philadelphia are lined with bulletin boards bearing long advertising stories that cannot be read from a stationary train, much less from one running nearly a mile a minute. Most of these bulletins are those of local advertisers. Bulletins erected by experienced general advertisers seldom bear more than a word or two.

It is an exceedingly painful truth to the publisher of a foreign-language paper, but a truth nevertheless, that the foreign-language publication is only a makeshift affair which lasts the foreign emigrant while he is learning "United States." Even though he never learns English, his children seldom read anything else, and it is a notable fact that the Italian, Swede, German, Hungarian or other newcomer who learns English quickly and takes to the daily papers printed in our common language is by far the more enterprising. He makes money, lives better and is therefore of more value to the advertiser. Walk through New York's foreign quarters—the most immovable bodies of foreigners in the United States, perhaps—and the elders speak Italian, Yiddish, Polish, Greek or some of the South Europe languages. The signs are in these languages, and business is conducted upon European lines. But listen to the children and you will find that they speak English. This shows the inalterable tendency. The *Minneapolis Times* finds that there are twenty-five newspaper languages in the United States. The list includes Arabic, Catalan, Lithuanian, Gaelic, Chinese, Japanese, Welsh and Greek. Yet the number of periodicals steadily decrease. The foreign-language newspapers are valuable for reaching certain masses of the population, and will probably be profitable to advertisers as long as emigration continues, but the English publications are the main reliance, and some of the large advertisers in New York—Wanamaker, for one—manage to reach practically the whole of the city's population with the English dailies.



It is rumored on the street that the Remington Advertising Agency, conducted by that Mr. Remington who recently committed suicide in Newport, is indebted to the newspapers of the country to the extent of between \$500,000 and \$700,000 and that the assets are practically nil.

On Sunday, Sept. 7, the New York World contained an interesting eight-page supplement devoted wholly to the pure food products of Battle Creek, Mich. It was illustrated in color, contained about two pages of cereal advertising and gave many details about the new industry that has grown up in the past five years. Among other facts it appears that Battle Creek now has thirty-two prepared food factories, with a total capacity of more than 1,000,000 one pound boxes per day, yet the demand is growing faster than the supply. The two center pages were devoted to a bird's eye view of the city, with smaller pictures of various factories. In fact, the only plant not shown or described in the supplement was that where names for the products are manufactured. It is said that these are constructed from carefully selected fragments of English words at the same plant that produces the names for Pullman sleeping cars. Certainly the latest revised list would tend to bear out this statement: Norka Oats, Cero-Fruto, Egg-o-see, Try-a-bit, Malta-Vita, Per-Fo, X-cel-o, Neutritia, Flak-Ota, Cereola, Javril and Coffeyette. It is also alleged that as soon as an absolutely meaningless name is forwarded to Battle Creek a food is made to fit it, and the fact that the Modern Food Company has a product which still lacks a cognomen shows that the demand for gibberish is decidedly "bullish." Sarcasm aside, however, the fact remains that Battle Creek has become an important manufacturing center in less than half a decade, and that while a large share of its growth is due to the factories which turn grain into palatable breakfast dishes, by far the larger share can be credited to the advertising that is converting the American people to the use of hygienic foods.

READERS are supposed to understand that because PRINTERS' INK publishes a letter from somebody that fact is not to be taken as an indication that the Little Schoolmaster takes any stock in the ideas set forth.

COMMENTING upon the fact that *Harper's* and *Ainslee's* have ceased publishing articles of a news nature and announce their intention to print in the future only such matter as is identified with a monthly magazine, the editor of the *Denver Republican* says:

"The editors of *Harper's* and *Ainslee's* are right when they practically declare that the newspaper, with its vastly bettered facilities for illustration, has crowded the magazines out of the news field. And they are only half right when they assume that the monthly magazine has a monopoly of literary features. The short story and the essay have been figuring prominently in the great Sunday newspapers of late. There is no doubt that before long the ten-cent monthlies, and even the magazines of the higher class, will find that the daily press is a rival in literature. Even in halftone photography, where they have every advantage, the magazines have been practically standing still in the last few years, while the newspapers have been making rapid strides toward artistic effects. In view of this constant encroachment it is not strange that magazine editors are announcing important changes in policy and showing other symptoms of uneasiness. If the present rate of newspaper improvement keeps up, many of the magazines will be making a desperate struggle for existence in another decade."

If the editor of the *Denver Republican* will look into the August number of *Scribner's* he will find marked developments in colored magazine illustrations, and almost any issue of the *Century* will furnish him specimens of hand-tooled halftones well worth his time. The ten-cent magazines are fully as progressive. The fact that they have abandoned news articles does not mean that they are all to come to an end suddenly, but that they recognize their field and mean to fill it. The fact that it is possible to sell a magazine like *McClure's* for ten cents will always give it the advantage over a five-cent Sunday newspaper, and within a decade it will doubtless be possible to sell a monthly like *Scribner's* for a dime—or even a nickel. Then, perhaps, the Sunday newspaper will stick to its news and leave "literature" alone.





So easy to interest the women of the household through the local weekly. Every line is carefully read. All the local happenings chronicled therein are talked over and commented upon. Advertising, as well as reading matter, receives valuable attention, such as is not given to dailies or magazines.

Nothing takes the place of the local weekly with the country people. It informs them of their neighbors, it informs their neighbors of them. It is like a personal letter to each reader.

How one order and one electrotype can reach one-sixth of all the country readers of the United States, explained in booklet and catalogue, which we send for the asking.

**1,500 Local Country Papers—Maine to Texas.**

**ONE INCH, SIX MONTHS, \$1,200.**

**ATLANTIC COAST LISTS,**

134 Leonard St., New York.

## THE CREATOR OF "JIM DUMPS."

"Jim Dumps was a most unfriendly man, Who lived his life on the hermit plan; In his gloomy way he'd gone through life,

And made the most of woe and strife, Till Force one day was served to him— Since then they've called him 'Sunny Jim.'"

When the Force Food Company put out the first "Jim Dumps" advertising several months ago there was an instant chorus of disapproval from all who "knew" good publicity when they saw it. Many of the critics suffered pangs of real grief that money should be wasted in so wanton a way, and the advertising craft in general seemed confident that the Force folks had finally reached the uttermost bounds of vapidty. "Punk!" said some. "Rotten!" said others. "Good Lord!" said still others, "when a firm is spending hundreds of thousands for space it would seem the plainest business sense to pay a decent salary to a man who could write good copy." Nor were there wanting those who were rather glad upon the whole that the Force folks had finally got started on the road to the demnition bow-wows.

But after a time the "Jim Dumps" ads began to attract attention. You may not have approved of them, but you saw them every other day whether you wanted to or not. Usually you read them to confirm your belief in



their inanity. Then, unaccountably, they grew upon you. There was something in the jingles that was not so bad after all, and

while the pictures were not really funny—Heavens, no!—yet they were different from others. Then there were the changes and the constant introduction of new characters into "Jim's" life story. You became interested in "Jim," his wife, his little daughter and his big one, his young son, his mother-in-law and the rest. And the chief fact was that, no matter how heartily you disapproved of him, you knew "Jim Dumps" on sight and knew what he advertised. While you were becoming somewhat reconciled to making his acquaintance, the great, restless, heedless American public was going through the same psychological experience. To-day "Jim Dumps" is known all over the land. He is as pronounced a success as "Spotless Town" or the Boy and Geese. No current novel or play is so universally familiar. He is as well-known as President Roosevelt or J. Pierpont Morgan. Now it is all very well to say that the sheer volume of advertising gave him this popularity. If you are still in the opposition it is rather a comforting thing to say. But is it strictly true? Does sheer force of advertising win the campaign? There are the Gold Dust twins, for instance. Has volume of advertising made them popular? And the Wool Soap babies—and the Pettijohn bear, with its irritating pun. Fortunes have been spent upon these, yet the great American public has never been seriously impressed during the years that they have been appearing in dailies and magazines. But "Jim Dumps" is being used as a figure in cartoons. When you analyze him, putting personal pique aside, it must be admitted that he is more alive than any of his rivals. The Pettijohn bear and Gold Dust twins are trademarks. They have no individuality. But "Jim Dumps" is a person, and his associates are persons, as were the "Spotless Town" characters. Like "Spotless Town," he has grown upon the public until it is interested in his life in spite of itself.

Miss Minnie Maude Hanff, who created "Jim," believes that he is successful because he is human. Miss Hanff is a sensible, brown-

eyed, brunette young woman who confesses to twenty-one years. She was born in Baltimore, grew up in Virginia, and came to New York several summers ago in search of her fortune. Fate did very little indeed for her in the way of edu-



MISS HANFF.

cation, but gave her sharp wits and a turn for writing jingles. Ever since she can remember she has had the knack of turning ideas into "Mother Goose" verse. About a year ago, after doing various kinds of work, she became a contributor

to New York Sunday papers, writing what is technically known as "kids' stuff."

"How did I come to create 'Jim Dumps'? Well, mainly because I needed the money. I've always had the habit of scribbling, and my jingles were taken by the *Herald* and *Press*. Last winter I wrote a few jingles for street car advertisers, and when Mr. Hunter, of the Force Company, wanted someone to design a series of cards he was referred to me. We had a talk. 'I don't want jingles,' was almost the first thing he said. 'But jingles are the only things that I do,' was my reply. We talked some more, and he gave me an outline of what he wanted—or, rather, told me what he wished to accomplish. Something original and attractive was needed. I cannot say that I know anything whatever about advertising, but I do think that I know something about human nature. I wanted to make the series human above all things. Every breakfast food ad that I had ever seen described the food as though it were a medicine—'agreeable to the palate, restores youth and vigor, builds up the nervous system' and all that, don't you know? I was determined that I would get away from this doctor's prescription style, and put in a little human interest and imagination. Goodness gracious! a breakfast food isn't all life, is it? People are not going to take it nearly as seriously as the advertiser wants them to. They see the ad for a single minute, and I thought it far better to give them a minute's entertainment. Still, it is a good thing to impress readers with the fact that a food like Force feeds the nerves, brain and body, and so I decided to present the old idea in a new way. All breakfast foods are guaranteed to cure the blues, so I embodied the idea in a character. That was the creation of 'Jim Dumps'—all there was to it. I wrote the first dozen jingles in less than two hours. Yes, I write very fast, for I have an endless supply of them. Sometimes there is such a flood that they keep me awake nights. Everything I see or hear or read is likely to furnish material, and I could easily

carry on such a series indefinitely—forever.

"The first lot was submitted to Mr. Hunter in March. Only the verses were submitted, and despite his prejudice against verse he liked them. Mr. Ellsworth was distrustful, however, for so much had been said against advertising poetry. I had faith in my idea, however, and suggested that I have them illustrated. They consented, and I began to look for an artist. The Sunday editor of the *Herald* sent me to a girl who had made pictures for some of my children's verses. I am not at liberty to give her name, for her family is prominent and she does this work for amusement and pocket-money. But she is a genius, and only sixteen years old. She is entitled to all credit for the pictures. When 'Jim' was submitted to Mr. Ellsworth in his new shape he met with instant acceptance, and since then he has made friends everywhere. The Force Company is constantly receiving inquiries regarding his authorship, and there is a popular notion that he is a child of Mr. Frazer, who created 'Spotless Town.' The series now running consists of several dozen ads, the first of which began 'Jim Dumps was a most unfriendly man.' Among those that I like best are these three:

"Jim Dumps a little girl possessed,  
Whom loss of appetite distressed;  
'I des' tan't eat!' the child would  
scream;

Jim fixed a dish of Force and cream—  
She tasted it—then, joy for him—  
She begged for more from "Sunny  
Jim."

"Jim Dumps would swear at ev'rything;  
The girl up stairs who tried to sing,  
The janitor out for 'money or life,'  
The cook who ruled both Jim and wife—  
But others now must swear for him—  
He swears by Force—he's 'Sunny Jim.'"

"Jim Dumps is now oft heard to say,  
'Some live to eat—that's not my way;  
I eat to live—'tis wise, of course;  
I also live to eat my Force!'  
A rule that works both ways for him—  
A rule that made him 'Sunny Jim.'"

"The last ad closes the series, which is to run until fall, I believe. Ultimately they may be published in a book. Of the pictures I like that of 'Young Jim' best. Isn't it clever?

"At present I am doing newspaper verse and writing a few prose

ads. The *Herald* is to publish a book of my newspaper verse soon. It is called 'The Doin's of Little Boy Black,' and is a series of darkey jingles and pictures. My newspaper work has been very successful. None of the car cards that I wrote last winter made any notable stir, but there were only a few of them, and I may say that 'Jim Dumps' was my first real advertising work. We went into advertising together. My education has been meagre, but I have an instinct for writing—it has always been a sort of gift, don't you know? Since the success with the Force ads my head has been full of advertising jingles, and I think that I can create characters for any advertising proposition. It is my intention to write advertising. Men who know all about it tell me that the end of publicity is to be profitable, but it seems to me that ads can hardly help being so if they are humanly interesting. Of course, if Force were not a good food perhaps 'Jim Dumps' would have had a different fate."

Miss Hanff lives at 50 West 112th street. It is a singular fact that, while the land has been filled with learned talk about publicity (to say nothing of the schools that teach young persons how to write it), the success of the year should have been made by one who has hardly given it a serious thought, much less time and study. And yet, perhaps, it is not so singular after all. Miss Hanff is a newspaper woman first—one of the newspaper women who never live through the season of rejections, doubts and fears that come to so many aspirants. Every newspaper man knows her type, for she is the woman who appears to delighted editors with actual ideas ready to print in the paper. The same type of mortal appears in the advertising world occasionally, and when found there is great rejoicing. No schools of journalism or advertising can produce them. They know the things that will appeal to readers, and have ways of presenting them that cannot be learned through formulas, be they ever so scientific. Miss Hanff's verses have the merits of cleanliness, simple language and decided

humor, with an occasional un-hackneyed pun or play upon words. It also has variety, and is highly susceptible of illustration, which is a valuable quality in advertising. Hers is the good advertising verse that has advertising value. It grows upon the reader. When the Force ads are printed in a book they will be a fine addition to the "Mother Goose" school of jingles, and will undoubtedly have a vogue entirely upon their merits as well.

JAS. H. COLLINS.

### BUILDING UP A TELEGRAPH BUSINESS.

By Frank E. Moynahan,

Perhaps there is no business in the world that cannot be increased or improved by advertising. For instance, a telegraph office is a place that is seldom exploited to any considerable extent, the policy seeming to be that people must telegraph, anyway, in certain cases, and that they will find the office when they need to wire. That modern advertising methods can be most successfully used in developing telegraph business has been demonstrated in a notable way by G. Herbert Wright, manager of the Postal Telegraph office in Danvers, Mass. When the postal office was established in Danvers it was practically against the judgment of the company, but was instituted by request of the town officials, as reciprocity for certain municipal privileges. Dire failure was predicted for it by all. I have interviewed Mr. Wright, and this is his story:

"I first took charge of the local office of the Postal Telegraph-Cable Company as its manager on the afternoon of Jan. 22, 1897.

"Up to this time the Western Union Company had enjoyed the monopoly of the telegraph business and had fought hard to keep the new competitor out, but without success, and I was placed in charge of the new enterprise.

It was something of an experiment on the part of the postal company, and I realized that much depended on my personal attention to and hustling for business, if the

experiment was to be a success in a town the size of Danvers.

Our office was opened at first in the Danvers *Mirror* printing office, on the second floor of the Ropes Block. I had a good chance to study advertising in all its phases, and decided to try it as a means of getting business. I placed an advertisement in the *Mirror*, changing its subject from time to time. I also ran catchy ads now and then in the daily paper. I was very careful to avoid any reference to my competitor, simply booming my own company.

"Only a few months passed before things began to get interesting. The Western Union were losing business to a great extent and it was coming my way. I was centrally located, and hammered away on that fact. They were not. In the summer of 1898 they moved their office to a drug store a few doors below me on the same side of the street, on a ground floor.

"About this time I had a wire placed in my residence, enabling me to handle business at all hours of the night, and I advertised this extensively.

"During the summer of 1899 it became evident that our quarters were inadequate, and I secured much larger space in the Colcord-Richardson Company's store on a ground floor.

"It was at this time that I began more extensive and systematic advertising. I also took the agency for a number of steamship lines, and in advertising them always made it a point to work in the 'Postal Telegraph office.'

"Starting at practically nothing five years ago, I have, in the face of persistent opposition, built up a good business for the office and placed it on a paying basis. Its receipts have increased from year to year, and it will show a gain for 1901 of over fifty dollars. Advertising did it, chiefly."

THERE are about one hundred papers having circulations over 75,000 copies, and they are the most important papers in the country. To the majority of general advertisers they are more important than all the others combined. There are but a few dozen general advertisers that really can afford to advertise in papers having less than 75,000 circulations. —Advertisers' Guide for September.

## A TEXAS MESQUITE.

MESQUITE, Texas, Sept. 6, 1902.

Publishers American Newspaper Directory:

I have one objection to your directory. A paper with a circulation of 900 gets the same rating as one with a circulation of 250. The one with a circulation of 900 has more than three times the value of the one with 250 to advertisers, quality of circulation being equal, yet, according to the American Newspaper Directory, both are put on an equal basis. Yours truly, JOHN E. DAVIS.

That's just what's the matter. It costs about as much to put an advertisement in a paper with 250 circulation as it does to secure its insertion in another paper printing 900 copies. As the paper of smaller issue has less income from subscribers it must recoup from advertisers. No foreign or general advertiser can afford to pay the cost of advertising in papers of less than a thousand circulation, but if he thinks he can, he will be generally willing to pay as much for the paper with smaller issue as for the one with the larger. For that matter, when he makes inquiries from the separate newspaper offices: "How many do you print," the reply in both cases will be "About a thousand."—[Editor of PRINTERS' INK.]

## A VALUABLE MAN.

OWOSSO, Mich., Sept. 5, 1902.

Editor of PRINTERS' INK:

I am selling information. If you care to buy at a reasonable price, we can do business together. As exchange and city editor of the Owosso Daily Press-American, I know everything of moment transpiring within a fifty-mile radius. I hear at once of deaths, births and marriages; strikes and accidents; the building of houses, schools and factories; deals in live stock and farms; opportunities to invest capital; the issue of municipal bonds; new industries projected; the intended purchase of automobiles, engines, other machinery; projected construction of railroads and street car lines—everything, in fact, relating to the industrial, commercial and social changes in central Michigan. A big contract, but the Citizen's Savings Bank; O. Dewey, postmaster; H. Kirk White, editor Press-American; or Vernon M. White, Mayor of the city of Owosso, will assure you of my ability to deliver the goods. If you need a correspondent here, I would be glad to continue the conversation.

Very sincerely,

M. J. PHILLIPS.

A good catchline is a strong feature in mail order advertisements. Let it tell something positively but pleasantly. —The Advisor.

## MEXICAN MEDIUMS.

MEXICO CITY, August 28, 1902.

Editor of PRINTERS' INK:

We have read two articles entitled "A List of Mexican Newspapers" and "The Spanish American Newspapers" published in the issues of the 30th July and 20th August respectively of your valuable publication, PRINTERS' INK. In regard to the first, that the man who spent \$50,000 in making a list of Spanish American papers has more money than brains or paid too much for his postage stamps, goes without saying. Regarding the strictures on the letter of Mr. Myers, on the list of Mexican papers, we did not include in our list the Mexican Herald, as we work only for the Spanish papers. Notwithstanding, the Mexican Herald is worth more than any other publication of our country printed in English, though it cannot be compared with the Mexican papers as far as circulation and result in advertising is concerned, some of these circulating twenty times as much as the Herald. Another fact is that each colony reads its own paper, through patriotism or love of the past. The 80,000 Spaniards read the Mexican papers; that colony is worth \$1,000,000,000, nearly all made by the present holders. The American Colony with its \$500,000,000 in railroad stock, mines and plantations, etc., etc., is important as to wealth but the capital is largely absentee capital, they cannot sustain an English newspaper merely as subscribers. They therefore advertise in the Mexican Herald and freely subsidize it for the sake of "Old Glory." The French and German colonies each have their millions and their increasing interests. All of them live here, make their money and spend it here and they also have their own organs sustained by the same cause as the Americans, but Americans, Spaniards, Frenchmen, Germans, etc., all advertise in the Mexican papers, *Imparcial*, *Mundo*, *Popular*, *Pais*, *Tiempo*, etc., for purely business reasons, and they always find satisfactory results. Mr. Myers descants over the kind of advertising placed in the Mexican papers, stating that the majority consist of insurance companies, Parisian perfumes, etc. To show how gross a mistake he falls in, we hand you herein copies of Mexican papers containing the advertisements from Messrs. Chas. H. Fuller's Agency, Lord and Thomas, Lyman D. Morse, Charles Austin Bates, Brownell & Humphrey, Keystone Watch Case Co., Carsters' Ink, Omega Oil Co., Scott & Bowne, W. B. Corset Co., Munyon, Ayer, etc., and hundreds of advertisements gathered from the United States, many from large American interests that have representatives here. The finest wholesale hardware of the Western Hemisphere, owned by Messrs. R. Boker & Co., is here, and the advertising of this and other German houses is found daily in one or other of the papers whose advertising we control. The factories and stores in the dry goods line, though almost entirely owned by the French Colony, are generous patrons of our papers. The Spanish liquor and grocery merchants, the machinery and

implements manufacturers of the United States, England and Germany, all recognize the value of the Mexican organs' advertising. Finally Mr. Myers asserts the business to be more profitable in other Spanish American countries; as to this we simply hand you one copy of the Mexican Official Bulletin of importation showing that the merchandise bought by Mexico from June 1902 to June 1902 amounted to \$64,656,348.23 gold, from which \$37,450,613.84 gold, more than one-half, correspond to the United States trade.

We inclose a list of periodicals of the Republic of Mexico controlled by our firm. The statement is certified to by Andrew D. Barlow, U. S. Consul General at Mexico City.

Yours faithfully,  
B. & G. GOETSCHEL.

| MEXICO CITY, 400,000 pop.        |        |         |
|----------------------------------|--------|---------|
| Name of Paper.                   |        | Circ'n. |
| Imparcial, daily .....           | 95,000 |         |
| Mundo Diario, daily .....        | 40,000 |         |
| Popular, daily .....             | 40,000 |         |
| Pais, daily .....                | 35,000 |         |
| Tiempo, daily .....              | 15,000 |         |
| Patria, daily .....              | 5,000  |         |
| Voz de Mexico, daily .....       | 5,000  |         |
| Correo Espanol, daily .....      | 5,000  |         |
| Courrier du Mexique, daily ....  | 6,000  |         |
| Mundo Ilustrado, weekly .....    | 10,000 |         |
| Cirugia Contemporanea, weekly..  | 3,000  |         |
| VERA CRUZ, 30,000 pop.           |        |         |
| Dictamen Publico, daily .....    | 5,000  |         |
| MERIDA, 50,000 pop.              |        |         |
| La Revista, daily .....          | 8,000  |         |
| PUEBLA, 100,000 pop.             |        |         |
| La Revista, daily .....          | 4,000  |         |
| SAN LUIS POTOSI, 80,000 pop.     |        |         |
| Estandarte, daily .....          | 5,000  |         |
| GUADALAJARA, 100,000 pop.        |        |         |
| Correo Jalisco, daily .....      | 8,000  |         |
| MONTERREY, 80,000 pop.           |        |         |
| Espectador, daily .....          | 5,000  |         |
| MAZATLAN, 25,000 pop.            |        |         |
| Correo de Tarde, daily .....     | 3,000  |         |
| GUAYMAS, 25,000 pop.             |        |         |
| Correo de Sonora, daily .....    | 3,000  |         |
| DURANGO, 45,000 pop.             |        |         |
| Evolucion, semi-weekly .....     | 4,000  |         |
| OAXACA, 50,000 pop.              |        |         |
| Amigo de Verdad, semi-weekly ..  | 2,500  |         |
| CHIHUAHUA, 40,000 pop.           |        |         |
| Idea Libre, weekly .....         | 3,000  |         |
| C. JAUREZ, 15,000 pop.           |        |         |
| Revista Internal, weekly .....   | 3,000  |         |
| TAMPICO, 25,000 pop.             |        |         |
| El Porvenir, weekly .....        | 2,500  |         |
| ORIZABA, 35,000 pop.             |        |         |
| Cosmopolita, weekly .....        | 2,000  |         |
| GUANAJUATO, 45,000 pop.          |        |         |
| Opinion Libre, weekly .....      | 3,000  |         |
| ZACATECAS, 50,000 pop.           |        |         |
| Rosa del Tepeyac, weekly .....   | 4,500  |         |
| AGUASCALIENTES, 35,000 pop.      |        |         |
| El Catolico, weekly .....        | 2,000  |         |
| CULIACAN, 15,000 pop.            |        |         |
| El Monitor Sinaloa, weekly ....  | 2,000  |         |
| HERMOSILLO, 15,000 pop.          |        |         |
| El Sol, weekly .....             | 2,000  |         |
| LEON, 80,000 pop.                |        |         |
| El Pueblo Catolico, weekly ..... | 5,000  |         |
| MATAMOROS, 25,000 pop.           |        |         |
| Sol de Mayo, weekly .....        | 2,000  |         |
| MORELIA, 40,000 pop.             |        |         |
| El Comercio, weekly .....        | 2,000  |         |
| SALTILLO, 30,000 pop.            |        |         |
| Estado de Coahuila, weekly ....  | 2,000  |         |
| TACANBARO, 15,000 pop.           |        |         |
| El Imparcial, weekly .....       | 2,000  |         |

## POLITICAL POSTERS.

1216-17 Vanderbilt Building.

NEW YORK, Sept. 4, 1902.

Editor of PRINTERS' INK:

I was much interested in reading your article on "Misfit Posters" in your Sept. 3rd issue. The last paragraph contains an error which, in the interest of posterity, I beg to correct. During the campaign I had entire charge of the bill-posting of the Citizens' Union, and I designed one poster which hit Tammany pretty hard. Tammany retaliated by getting out a little snipe which was pasted over part of my poster, changing the effect entirely. While I was waiting for a fresh supply of paper I got hold of a large quantity of Sapolio snipes, which I pasted over the Tammany addition, so as to have the reading "The only issue—use Sapolio." The idea was my own and intended to counteract the effect of the "trick" by the opposition, and was effective. Yours very truly,  
THEO. S. WINANS.

## WAKING UP.

NEWARK, N. J., Sept. 9, 1902.

Editor of PRINTERS' INK:

We wish you would kindly send us fifty copies of your issue of Sept. 3rd, together with bill. We wish to send one to each of our branch offices calling their attention to the article on page 30. We will at the same time recommend to our agents that they become subscribers to your publication, of which we have a very high opinion. Yours truly,

THE WHITEHEAD & HOAG Co.  
Manufacturers of Advertising Novelties,  
Badges, Buttons, Banners and Flags,  
Signs and Calendars.

## ITEM FROM LOCAL EXCHANGE ILLUSTRATED.



"OUR OLD FRIEND RHODES WAS SEEN ON MAIN ST. YESTERDAY LOOKING WELL AND HEARTY. HE HAD JUST COME IN FROM THE COUNTRY, BRINGING WITH HIM THE DELIGHTFUL ODOR OF NEW MOWN HAY."

### A CONTINUING FRAUD.

One of the rankest frauds the ailing public is made the victim of is that of buying one thing, or trying to, and getting put off with something else, usually something said to be "just as good," but which isn't.

Many remedies and preparations reach a certain standing in the trade by long years of use on the part of the people. They come to be a standard article of merchandise, so far as their money value is concerned. It is when an article reaches this stage that the "just-as-good man" attempts to get his work in. He either makes himself or hires made a preparation in imitation of the real article, so far as appearance goes, with his own name on the wrapper, and every time the standard article is called for he tries to sell the spurious goods. Many guileless people believe what the unscrupulous imitator tells them, and he pockets the extra profit. The customer does not get what he called for or what he wanted. What is worse—what gives this form of fraud a closely criminal aspect—is that the imitation remedy may be totally lacking in the virtue of the standard preparation, and disease is allowed to get a grasp on its victim before he wakes up to the truth. This fraud is being practiced by many drug stores in Cleveland every day, for it is in the case of patent medicines and preparations which are extensively advertised, and come in that way to be well known to the people, that is offered the most inviting field for substitution.

If the people who purchase insisted upon getting what they asked for, there would be an end to the evil in short order. Our advice to the public is:

1. Refuse all substitutes offered, when another remedy is the one wanted.
2. Give your druggist to understand in plain language that you regard his efforts to sell you an imitation remedy as an insult to your intelligence.
3. If he repeats the offense, go elsewhere to trade.—*World, Cleveland, O.*

SOME advertisers are always trying to kill a flea with a cannon while others are trying to blow up a battleship with a bean shooter.—*White's Sayings.*

### Classified Advertisements.

*Advertisements under this head two lines or more, without display, 25 cents a line. Must be handed in one week in advance.*

#### WANTS.

**THE TIMES-DEMOCRAT**, Charlotte, N. C., leads all semi-weeklies in the State.

**THE CHARLOTTE NEWS** heads the list of afternoon papers in North Carolina.

**WANTED**—Experienced advertising solicitor. **SIOUX CITY JOURNAL**, Sioux City, Iowa.

**MORE** than 900,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

**WANTED**—7 column quarto perfecting newspaper printing press. Send full particulars and price to **BROWER-WANNER CO.**, 298 Dearborn St., Chicago.

**MANAGING** partnership wanted on establishment weekly in city of 2,000 to 5,000, soon ripe for daily. Am expert printer, manager, writer; experienced on big papers. Can make paper pay with good editor. Capital plant including fine cylinder. Address "YOUNG MAN," care Printers' Ink.

**LINOTYPE SCHOOL**—Publishers contemplating installing Linotype machines will find **GEHRING'S SCHOOL** the practical solution for making the machine pay from the day it is introduced. Terms reasonable. Prospectus on application. Best equipped plant in the world. **World Building, New York.**

**CANVASSER** wanted to sell **PRINTERS' INK**—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of Advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address **PRINTERS' INK**, No. 10 Spruce St., New York.

**WANTED**—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address **GEORGE P. ROWELL & CO.**, 10 Spruce St., New York.

**A** **BRAINS, ENERGY, EXPERIENCE.** I can give several hours a day or entire time to the advertising management of a good New York concern. Experienced in planning, writing and buying advertising, printing, lithographing, etc.; thorough knowledge of methods. References to largest advertisers in America. "RESULTS," care Printers' Ink.

**WANTED**—In the publication department of a large machinery manufacturing concern in New England, a young man to prepare all literary matter, edit a monthly engineering magazine, supervise all illustrative work and conduct the advertising. Must be technically trained, a master of good English, and experienced in the work above outlined. A permanent, growing position for the right man. State experience, submit samples of work and specify salary expected. Address "B. S. F. CO.," care Printers' Ink.

#### CAPS.

**DANBURY HAT CO., N. Y.**  
Caps quick—any ad embroidered on.

#### ADDRESSES FOR SALE.

**CLEVELAND:** Fresh names, classified. **U. S. MAILING & ADVG. CO., INC.**, Cleveland.

#### ADVERTISING AGENTS.

**WE** can wake up the public to your profit. **ROSS ADVERTISING CO.**, Auburn, N. Y.

#### FOLLOW-UP SYSTEMS.

**PRINTED** matter telling all about them free. **THE SHAW-WALKER CO.**, Muskegon, Mich.

#### ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.**, Wood Engravers, 10 Spruce St., New York. Service good and prompt.

#### UNIFORM CAPS.

**ESTIMATES** and samples promptly furnished. **DANBURY HAT CO.**, 25 Desbrosses St., N. Y.

#### TO LET.

**TO LET**—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. P. ROWELL & CO.**, owners, on the premises.



PRESS CLIPPINGS.

MANHATTAN PRESS CLIPPING BUREAU, Arthur Cassot, Prop., 2 West 14th St., New York. Clippings of all ads. and items of interest to the trade.

FAC SIMILE LETTERS.

DON'T waste your postage stamps on letters that do not match the inserted names. We are experts. Send for reduced prices. THE PHILIP WEISS CO., 18 Spruce St., New York.

BONDS AND STOCK CERTIFICATES.

WE carry in stock Bonds and Stock Certificates partly completed, which may be finished in a short time, and at low cost. Send for samples. ALBERT B. KING & CO., 106 William St., New York.

PRINTERS' MACHINERY.

WE BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. CONNER, FENDLER & CO., N. Y. City.

PREMIUMS.

RELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others for the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. S. F. MYERS CO., 48-50-52 Maiden Lane, N.Y.

COIN CARDS.

KING COIN MAILERS, Beverly, Mass. Samples free. \$1.00 per M in large lots.  
\$3 PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.  
COIN CARDS, for mailing coin, kept in stock and made to any pattern. Samples free. ALBERT B. KING & CO., 106 William St., N. Y.

EXCHANGE.

EXCHANGE what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in PRINTERS' INK. There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

ADDRESSES.

1,000 SELECTED names, choice list, any class, \$4. COL. ADVERTISER, Denver, Col.  
WE have 20,000 fresh nervous debility letters for rental; also 4,000 women's letters received from N. D. ads. Make best offer for copy of same. Address Box 62, Avon, N. Y.  
1,200 FOR \$5. Names and addresses of resident prosperous farmers in the State of Washington. All heads of families, compiled in July and August of this year by a salesman for a Supply Co. Every name guaranteed. Type-written and arranged in convenient form. W. L. BRYANT, Room 46, Coleman Block, Seattle.

HALF-TONES.

NEWSPAPER half-tone at low prices. THE STANDARD ENGRAVING CO., 61 Ann St., New York.  
PERFECT copper half-tones, 1-col., \$1; larger 10c per in. THE YOUNGSTOWN ARC ENGRAVING CO., Youngstown, Ohio.  
HALF-TONES for newspapers, coarse screens, extra deep, single col., \$1; double, \$1.50. Send the cash, we deliver. GRANT ENGRAVING CO., 112-114 North 9th St., Philadelphia, Pa.  
75 C. NEWSPAPER HALF-TONES. Single col. 60 or 85 line newspaper half-tones mounted, and delivered free when cash is sent with order. KNOXVILLE ENGRAVING CO., Knoxville, Tenn.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$12. F. J. VALENTINE, Mfr., 178 Vermont St., Buffalo, N. Y.

FOR SALE.

THE best city in North Carolina is Charlotte. The News reaches twice as many of its people as any other paper.  
PROFITABLE Ohio weekly for sale; clears \$2.00 per year. Splendid field. Address "WEEKLY," Box 204, Canton, O.  
THE best county in North Carolina is Mecklenburg. The TIMES-DEMOCRAT reaches twice as many of its people as any other paper.  
FOR SALE—Old-established monthly household publication, national circulation. Price, \$3.00. Terms to suit. Or would sell half or three-fourths interest to party able and capable of assuming entire management. A good property; a bargain. Only those meaning business need answer. "A. P." 1733 Michigan Ave., Chicago.  
EVERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING NOVELTIES.

DESK CLOCKS, bronze letter openers, thermometers, etc. H. D. PHELPS, Ansonia, Ct.  
SHEET music for premiums, new and standard. Special lists for Canada, Mexico, England and Colonies. GEORGE M. VICKERS, Station B, Philadelphia, Pa.  
FOR the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.  
WE would like to hear from dealers in novelties who wish to place their lines on Canadian market. BRITISH-AMERICAN NOVELTY CONCERN, 27 Common St., Montreal, Canada.  
THE "TRIPLET" brings triple results, when judiciously distributed, makes your business grow, pays your postage and pleases your patrons. Ask for particulars. Sample 10 cents. THE COATS & CO., Uncasville, Conn.  
MADE FROM SPIKE NAILS. Knives, forks, spoons, cigar box openers, etc. Best advertising novelty, best seller at resorts. Samples, Pan-Am. Expo'n souvenir, 15c. Booklet for asking. WICK HATHAWAY'S CONCERN, Box 100, Madison, O.

PRINTERS.

5,000 NOTEHEADS, \$4. Good paper, good printing. Send copy and cash with order. JOHN FAWCETT, Printer, Delphi, Ind.  
IF you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. UNION PRINTING CO., 15 Vandewater St., New York.  
5,000 LETTER HEADS, fine linen paper, \$7.50. Extra, on first order only, for typesetting. Get our prices for other printing. ALBERT B. KING & CO., 106 William St., N. Y.  
A SMALL SPACE WELL USED. How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper." The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed. One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do. We furnish electrotypes too, if you like. This is only one of the things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things. We make them stand out of the crowd too. PRINTERS' INK PRESS, 10 Spruce St., New York.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

## MISCELLANEOUS.

**MAKE** your own cuts cheap. New process, \$1. Boon for newspaper men. Send for circular. **H. E. RICE,** Huntsville, Ont., Canada.

**THE** advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address **A. V. LEWIS,** 729 Eighteenth St., Washington, D. C.

## BOOKS.

**DEPARTMENT STORE DIRECTORY.** \$1 postpaid. 253 Broadway, New York.

**TRADE PRESS LIST,** Boston, is the only medium through which the trade publications of the world can be reached.

**MAKING A COUNTRY NEWSPAPER**—Text-book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, heading, circulation, advertising, daily, law; how to make a newsier and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY,** 334 Dearborn St., Chicago.

**READY-MADE ADVERTISEMENTS.** Messrs. Geo. F. Rowell & Co., 10 Spruce St., New York, send the *Caveat* a handsome 92-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Cazton Caveat.*

The book will be sent to any address upon receipt of one dollar. **GEO. F. ROWELL & CO.,** 10 Spruce St., New York.

## ADVERTISING MEDIA.

**MODERN MEXICO** covers Mexico thoroughly. New York Office, 116 Nassau St.

**Hardware Dealers' Magazine.** Sample copy 10 cents, New York City.

**BACKBONE,** St. Paul, Minn., Prohibition monthly; 25,000. 9 cents a line a time.

**25 CENTS** per inch per day; display advertising, flat rates. **ENTERPRISE,** Brockton, Mass.

**40 WORDS,** 5 times, 25 cents. **DAILY ENTERPRISE,** Brockton, Mass. Circulation 8,600.

**POPULATION,** city of Brockton, Mass., 40,063. The Brockton **ENTERPRISE** covers the city.

**THE COLONIST,** Victoria, B. C. Established 1858. Best advertising medium in British Columbia.

**REACH** the best Southern farmers by planting your ads in **FARM AND TRADE,** Nashville, Tenn. Only 10c. a line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**REPUBLICAN AND HERALD** (Winona) has the largest circulation of any daily in Minnesota outside of the Twin Cities and Duluth. Covers Southeastern Minnesota thoroughly.

**ADVERTISERS' GUIDE,** Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

**ONLY 50c.** per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. **UNION PRINTING CO.,** 15 Vandewater St., N. Y.

**ADVERTISING** in 100 or 1,000 weekly papers of the Central West. Send for 8-page booklet telling about them and containing other information. **CHICAGO NEWSPAPER UNION,** 10 Spruce St., New York.

## CALENDARS.

**MOST** artistic line of advertising calendars ever offered. Write for price list.

**BASSETT & SUTPHIN,**  
45 Beekman St., New York City.

## MULTIPLATE PROCESS PRINTING.

**5,000 LETTER HEADS** on a fine linen paper for \$8. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA,** Printers and Paper Dealers, 88 Gold St., N. Y. City.

## ADVERTISEMENT CONSTRUCTORS.

**THREE** sample clothing ads for 25c. **W. I. WOODIN,** Bowling Green, Ohio.

**WE** make designs, posters, engravings, ad cards. **ROSS ADV'G CO.,** Auburn, N. Y.

**ADVERTISEMENT** or circular. Will write good one for 50c. **ADRIAN EVANS,** 116 Fulton St., New York City.

**THANKSGIVING** and Holiday cuts for all retail lines. State business for particulars. **THE ART LEAGUE,** New York.

**HENRY FERRIS,** his [FF] mark. 918-920 Drexel Building, Philadelphia. Ad-writer, designer, adviser. Speciality, mechanical advertising. Write for specimens.

**I HAVE** some ad samples, written and illustrated in sensible, vigorous style—business getters—to send you in exchange for your address. **COMMON SENSE ADVERTISER,** Saginaw, Mich.

**MY** long run is short stuff with the right snap. Leaflets, booklets, stock letters with sure enough pulling power. What would you like? **JED SCARBOROUGH,** 567A Halsey St., Brooklyn, N. Y.

**RETAILERS**—Do you want a **NEW IDEA** that will save you money and increase the efficiency of your advertising? If so, address with business card and stamp, **SMITH,** Box 1990, N. Y.

**AD CONSTRUCTORS** will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address **GEO. F. ROWELL & CO.,** 10 Spruce St., New York.

**ADWRITERS** and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful advertisers have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, **PRINTERS' INK,** 10 Spruce St., New York.

**MY** specialty is advertising for manufacturers, wholesalers and, in some cases, retailers. My work is more than simply advertising; it is a system of *actually selling* goods by mail (perhaps in connection with trade paper advertising), or helping the salesmen to sell them. I have something interesting to say and to show to the man who "sends out circulars" or who advertises in the trade papers without getting satisfactory returns. **EDMUND BARTLETT,** 26 Murray St., New York.

**"RUTS."** **R** "Ruts" are indications worn in various ways—highways and business ways, for instance—and in both of these they are serious and costly hindrances. Your advertising matters may have gotten into a really deep "rut" and you quite unaware of it—thousands are in that plight and never dream of such a thing. If your "rut" is not very deep perhaps you can see over its edges and note what your anti-rut competitors "are at."

I make Catalogues, Price Lists, Booklets, Circulars, Folders, Notices, Mailing Cards and Slips, Follow-up Letters, Newspaper, Magazine and Trade Journal Advertisements, etc., for those who are in advertising solely for what they can get out of it. The most successful man I ever set for new clients is baited with "samples" of the work that caught others. Sending for such samples will cost you nothing and commit you to nothing. Postal cards will not be noticed by

**FRANCIS L. MAULE,**  
No. 14. 402 Sanson St., Philada.

**BUNDLE ADVERTISEMENTS OBJECTIONABLE.**

Most people are extremely averse to carrying a package upon which is a store's conspicuous card—often so much so as to absolutely avoid making further purchases. Some, who do not care so much, will be seen carrying the advertising side of the bundle next to them, so that it cannot be seen. Both instances plainly illustrate the dislike for the conspicuous package. A visit to representative haberdashers and clothiers in Chicago shows that none but the least important now use wrapping papers or boxes carrying the firm name. Every package leaving the store is neat, clean and plain—as it should be to suit the customer.

In cities a package bearing a large conspicuous firm advertisement at once declares it to be a "would-be," where the cheap grades of merchandise only are handled. It is positively detrimental to the advancement of the store. It achieves no aim whatever, and is a source of annoyance to many customers.

In the country towns it can be reckoned a useless expense. Where there is a farmer trade, the customer carries them out to his buggy or wagon and stores them under the seat. That ends any possible benefit that may be derived from a package bearing the glaring firm name. No one sees the package until the customer gets home. This shows that the expense of printing wrapping paper is an unnecessary one. This expense may not be great but the same money spent in getting a good grade of paper and better string than the common white cotton cord would be much more satisfactory to both customers and the store management.—*Chicago Apparel Gazette.*

NEVER be too sure that advertising pays—anybody but the publishers—and they find it difficult to show a margin on the right side of the profit and loss account.—*The Advisor.*

**Displayed Advertisements.**

30 cents a line; \$100 a page; 25 per cent extra for specified position—if granted. Must be handed in one week in advance.

**CANADA.**

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'Y, Montreal.

**100 BUSINESS CARDS** with Genuine .....Leather Case.... **\$1.00**

500 with Case \$2.00. 1000 with Case \$3.00, express paid. Cash with order. Money back if not satisfactory. Strictly No. 1 Bristol. Size 3½x2. Latest style type. Case (the neatest you ever saw) made of black seal. Try a sample hundred for one of your salesmen and secure a real bargain.

**100 CALLING CARDS** with Case **\$1.00**

Wedding Invitations printed or engraved in all fashionable styles. Send for samples.

**JAMES E. SHAW, Printer**  
45 North Division Street, Buffalo, N. Y.

# Booklets

seem to be fashionable for advertising purposes. If you want to be in style write us. We attend to

## Writing, Illustrating, Printing.

It is important that your printing be gotten up in proper style, having paper, display, etc., harmonize. We guarantee our work to be just what you need. Address

PRINTERS' INK PRESS,  
10 SPRUCE STREET, NEW YORK.

*The New Voice.*  
A JOURNAL OF GOOD CITIZENSHIP.  
*Chicago.*

**The New Voice**  
Reaches Over

**50,000**

**Thrifty Families**  
**Every Week.**

It is a business-getter. It invites inspection of postoffice receipts.

Its rate is less than 2-5 of a cent a line per thousand of guaranteed circulation. If you are looking for results, ask your agency about

**THE NEW VOICE**

or address  
W. F. MULVIHILL, Mgr.

# The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

#### Circulation Averages

| 1899,  | 1900,  | 1901,  |
|--------|--------|--------|
| 14,486 | 15,106 | 15,891 |

**1902, 17,160**

The American Newspaper Directory awards the mark ©© for quality of circulation.

# RIPANS



The simplest remedy for indigestion, constipation, biliousness and the many ailments arising from a disordered stomach, liver or bowels is Ripans Tabules. They have accomplished wonders, and their timely aid removes the necessity of calling a physician for many little ills that beset mankind. They go straight to the root of the trouble, relieve the distress, cleanse the affected parts, and give the system a general toning up. The five-cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year. All druggists sell them.

You may, perhaps, use all the other daily and Sunday papers of Cleveland, O., except

## THE CLEVELAND DAILY WORLD

AND

## THE CLEVELAND SUNDAY WORLD

but if you omit both of these papers from your list you do NOT cover the Cleveland field. Some of the largest advertisers in America have used the *World*, either daily or Sunday, and in some cases both, for ten years past continuously. Rates reasonable and results satisfactory, that's why. The *World* was founded twelve years ago by B. F. Bower, who is still its owner and publisher, and during the whole of that time the *World* has been represented by

THE S. C. BECKWITH SPECIAL AGENCY, New York and Chicago.

Sole Agents for Foreign Advertising.

*The*  
**Observer**  
Hoboken N.J.  
Circulation...  
(Guaranteed)  
**20,000**

# Profit- Producing Publicity

is what an advertiser is looking for and  
the kind he gets through

## THE ELLIS PAPERS

They go to a buying clientele who have  
the advertisement-answering and buy-  
ing by mail habit. Here is proof:

CAPITAL DRUG CO.  
(INCORPORATED)

MANUFACTURERS OF RELIABLE REMEDIES.

AUGUSTA, MAINE, Aug. 22nd, 1902.

C. E. ELLIS CO., 713 Temple Court, New York.

Gentlemen: We have used your publications every  
month for a number of years with good results. In fact, we  
know that "The Ellis Papers" are good mediums, and the cir-  
culation is of such character that makes them valuable to ad-  
vertisers.

Yours truly,

C. D. R.

CAPITAL DRUG CO.

The above letter is a sample of many we receive and is the  
experience of all advertisers who use **The Ellis Papers**.  
The best proof of the pulling qualities of our papers is that we  
carry all the large mail order advertisers all the time. *Sample  
copies and rates on application.*

### These are the Ellis Papers:

|                                  |           |         |
|----------------------------------|-----------|---------|
| The Metropolitan and Rural Home, | - -       | 500,000 |
| The Home Monthly,                | - - - - - | 400,000 |
| The Paragon Monthly,             | - - - - - | 400,000 |
| The Gentlewoman,                 | - - - - - | 400,000 |
| Park's Floral Magazine,          | - - - - - | 350,000 |

### THE C. E. ELLIS COMPANY

713-718 Temple Court Bldg.  
NEW YORK

112-114 Dearborn Street  
CHICAGO, ILL.

# THE JEWISH MORNING JOURNAL

The Only Jewish Morning Paper

**Office, 228 Madison St., New York**

Telephone, 698 FRANKLIN.

THE JEWISH MORNING JOURNAL gives all the news of the day and special features of great interest to the Jewish people.

THE JEWISH MORNING JOURNAL is the only Jewish paper distributed by regular news companies in all parts of Greater New York and vicinity.

THE JEWISH MORNING JOURNAL, owing to its wide circulation, is the best medium for reaching the great masses of the Jewish people. An advertisement in The Jewish Morning Journal gives the surest and quickest results.

THE JEWISH MORNING JOURNAL is the only Jewish paper through which "Help" can be secured immediately. It is the only Yiddish paper which serves its readers as an employment bureau.

# NO TIME TO WORRY

Eight hundred and forty-two orders, each accompanied by the cash, received and filled in August, is rather a phenomenal record for the dulllest month of the year. To my mind it proves beyond a doubt that my customers give me the preference, even though they are visited regularly by traveling salesmen canvassing their ink trade, while I only use "Uncle Sam." Every week I hear some new story maligning my goods and my methods, but remembering the little piece of poetry which I learned at school, "Sticks and stones may break my bones, but names will never hurt me," I turn a deaf ear to these jealous remarks and utilize my time improving my goods. I make no exceptions to my rule of *cash with order*, but when a customer feels that he has not received full value, I offer no argument but refund his money along with the freight or express charges.

SEND FOR A COPY OF MY PRICE LIST.

Address

**PRINTERS INK JONSON,**  
**17 Spruce Street - - New York**

# August Business

*In . . .  
Philadelphia's  
Newspapers*



HIS month again demonstrates that the unquestioned leader in volume of paid advertising is

*The . . .  
Philadelphia*

## ***Inquirer***

In view of the many recent changes

both in price and size of some of its contemporaries it is significant that THE INQUIRER is still the undisturbed leader of them all.

The following table shows the number of columns of advertisements printed in each of the morning newspapers during the month of August, 1902. These figures are all computed at the uniform measure of fourteen agate lines to the inch and three hundred lines to the column.

|                       | COLUMNS     |
|-----------------------|-------------|
| <b>INQUIRER . . .</b> | <b>1671</b> |
| RECORD . . .          | 1393        |
| NORTH AMERICAN . . .  | 1310        |
| PRESS . . .           | 1298        |
| LEDGER . . .          | 1088        |

The Inquirer's gain over the corresponding month last year is 156 Columns. Which is another proof that The Inquirer progresses.

### **AVERAGE CIRCULATION LAST MONTH**

**178,904 COPIES DAILY**

**154,010 COPIES SUNDAYS**

The Inquirer's circulation is larger than that of any other Philadelphia newspaper. That is the reason it pays the advertiser to use it.

**THE PHILADELPHIA INQUIRER**

1100 MARKET ST., PHILA., PA.

NEW YORK OFFICE:  
TRIBUNE BLDG.

CHICAGO OFFICE:  
TRIBUNE BLDG.